

Hoyt Park AREA



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This plan no longer guides development approvals or other City actions in areas overlapped by the **West Area Plan**



Hoyt Park Area
Joint Neighborhood Plan
City of Madison, Wisconsin
January 7, 2014

Hoyt Park Area Joint Neighborhood Plan
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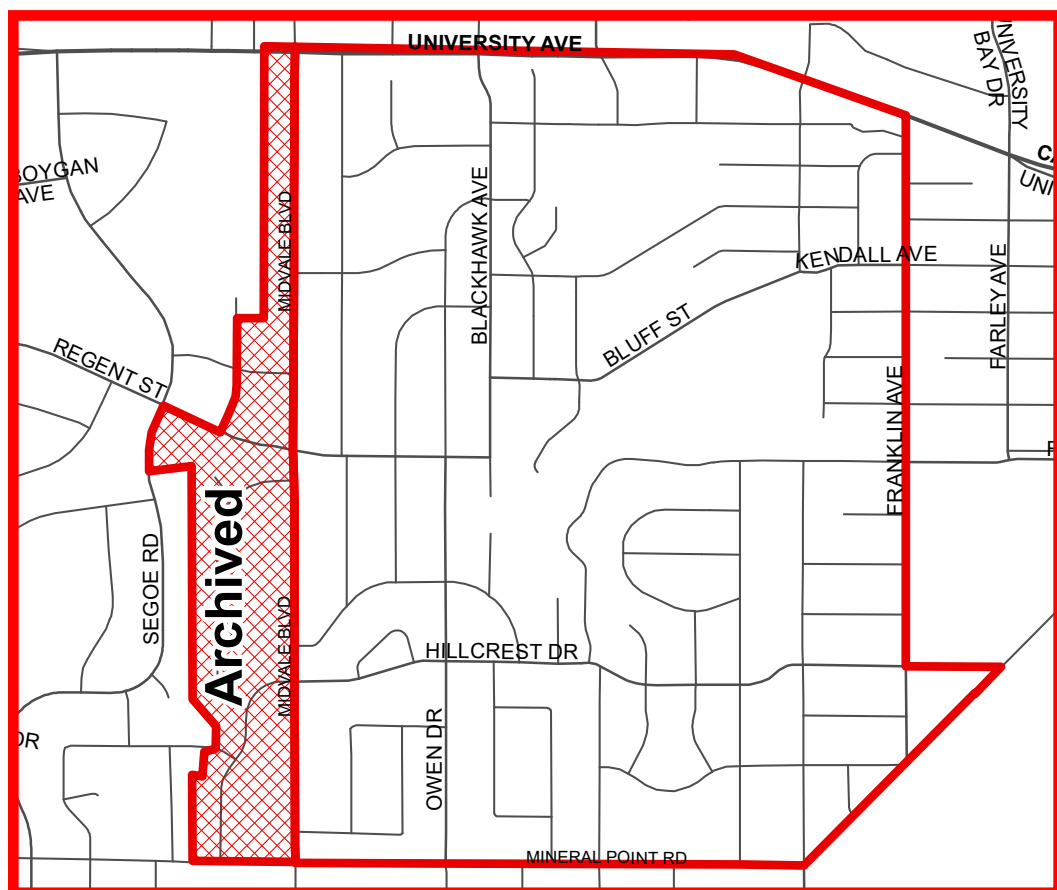
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January 2014

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EXECUTIVE SUMMARY

The Hoyt Park Area encompasses approximately 240 acres on the near west side of the City. The Area is bounded by several major arterials, including Midvale Boulevard, University Avenue, and Mineral Point Road. Midvale Boulevard provides an important north-south connection from University Avenue to the West Beltline Highway/18/151 corridor. University Avenue and Mineral Point Road are major east-west corridors which connect the west side of the City to downtown. Several major commercial and employment centers surround the planning area including the University of Wisconsin – Madison, University of Wisconsin Hospital, and Hilldale Shopping Center.

Purpose and Organization

This Hoyt Park Area Joint Neighborhood Plan will help guide physical change and decision-making in the Area over the next 10-15 years to achieve an agreed vision for the future. This Plan works together with the City of Madison Comprehensive Plan, but goes a step further to identify a vision for the Area and recommend specific policies and recommendations designed to influence future growth and change and guide City decision-making.

The Plan is presented through several chapters, incrementally laid out to communicate and elaborate upon the guiding principles of the Area's Vision. This organization by plan principle reinforces the linkage between the Vision and the interrelated approaches to realize that Vision.

Key Recommendations

- ▶ Preserve and maintain the existing building stock, except in areas recommended for redevelopment.
- ▶ Support initiatives that strengthen existing neighborhoods through the maintenance and renovation of the housing stock; promotion of homeownership; and the development, maintenance, and improvement of parks, streets, and other public infrastructure.
- ▶ Encourage sustainability efforts including:
 - Strengthening the Area's mature urban forest.
 - Encouraging redevelopment and investment that incorporates welcoming, high performance buildings.
 - Promoting healthy transportation alternatives including walking, biking, and mass transit.
 - Fostering opportunities for community interaction and dialogue.
- ▶ Encourage the use of the guidelines for minor and major construction activities. Also encourage compliance with the residential design guidelines in Chapter 6 for demolition and replacement and for conditional uses.



Encourage high-quality, well-designed renovations which compliment the existing character of the area.



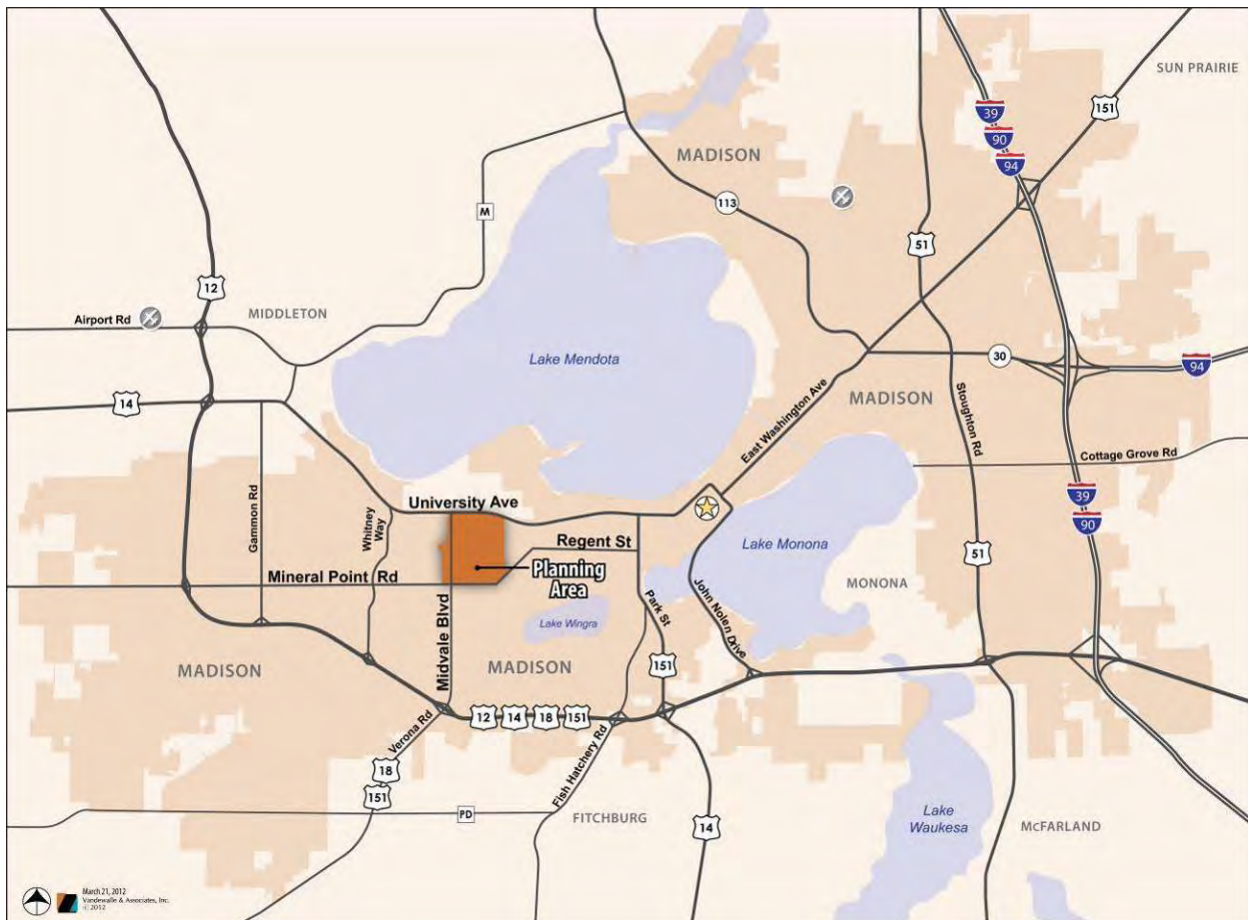
- ▶ Improve connectivity between neighborhoods, and between neighborhoods and amenities such as shopping, employment areas, schools, and parks, particularly through an integrated system of bike and pedestrian pathways.
 - ▶ Support long-term redevelopment within Focus Areas as an opportunity to diversify neighborhood services, housing options, and address scale, transition, and buffering issues between different land uses.
 - ▶ Protect Neighborhood Preservation Areas from redevelopment or land uses that are not in keeping with the existing character.
 - ▶ Implement improvements to the bike and pedestrian system and connections throughout the neighborhood.
 - ▶ Implement improvements to Hoyt Park, Lucia Crest Park, Quarry Park, and Reservoir Park through existing and proposed master plans.
 - ▶ Coordinate long-term street reconstruction with opportunities for stormwater management, pedestrian & bicycle improvements, and urban forestry.
 - ▶ Develop an Owen Drive Pilot Program to explore how street reconstruction could be used as an opportunity to address a variety of issues facing streets throughout the Area. This street's varied cross section, grade change, traffic, and lack of an existing stormwater system provides an opportunity to test a variety of treatments.
 - ▶ Explore safety improvements at the Mineral Point Road/Midvale Boulevard intersection.
 - ▶ Encourage activities and physical design that supports social capital building within the neighborhood.
- See Chapter 11 for the complete implementation strategy.



INTRODUCTION

The Hoyt Park Planning Study Area encompasses approximately 240 acres on the near westside of the City. See Map 1. The area is bounded by several major arterials, including Midvale Boulevard, University Avenue, and Mineral Point Road. Midvale Boulevard provides an important north-south connection from University Avenue to the West Beltline Highway/18/151 corridor. University Avenue and Mineral Point Road are major east-west corridors which connect the west side of the City to downtown. Several major commercial and employment centers surround the planning area including the University of Wisconsin – Madison, University of Wisconsin Hospital, and Hilldale Shopping Center.

Map 1: Locational Map



Purpose

This Hoyt Park Area Joint Neighborhood Plan (hereinafter often referred to as “Neighborhood Plan” or simply “Plan”) will help guide physical change and decision-making in the Area over the next 10-15 years to achieve an agreed vision for the future. Specifically, this Plan:

- Works together with the City of Madison Comprehensive Plan. Key differences between the Comprehensive Plan and this Neighborhood Plan are identified in the Implementation Strategy chapter.



- ▶ Communicates and provides a path for realizing the Area’s vision, described in the Vision chapter.
- ▶ Indicates policies and recommendations designed to influence future growth and change and guide City decision-making.
- ▶ Balances the community’s vision and goals with private interests in land.
- ▶ Suggests guidelines for reinvestment in housing and commercial properties that support reinvestment while allowing individuality, long-term economic vitality, and sustainability.
- ▶ Identifies different parts of the Area appropriate for development, redevelopment, reinvestment, and preservation, along with the desired types and intensities of future land uses.
- ▶ Facilitates vision-focused and consistent day-to-day decision-making, including planning, zoning, and capital improvement decisions.
- ▶ Recommends park, transportation, community facility, and utility improvements and studies to serve the community now and in the future.

Planning Process

In August 2010, the Sunset Village, Sunset Hills, VanChaMasShe Neighborhood Associations, Hilldale Row Condominium Association, and Friends of Hoyt Park formed the Hoyt Park Area Joint Steering Committee (HPAJSC). The intent of the non-city appointed steering committee was to setup a coalition of neighborhood-based groups to work together on a joint planning process. In March 2011, the HPAJSC was awarded a city-funded planning grant that provided financial resources to hire professional services to help prepare a mid-range plan for the area.

The City of Madison and the consultant, Vandewalle & Associates, Inc., provided professional planning services to the community in the preparation of the plan. The City-Consultant Team attended HPAJSC meetings to listen to community discussions, provide updates on the planning process, and to answer questions on the planning process. In addition, the City-Consultant Team solicited input from residents, the business community, and stakeholders over a 15-month period through various public outreach efforts.

HPAJSC fostered communication amongst the neighborhood associations, Friends of Hoyt Park, and other stakeholders in the area. In addition, HPAJSC representatives were tasked with keeping each of the neighborhood associations informed, carrying out outreach strategies to engage residents and the business community, and encouraging resident input to the City and consultant during the planning process. HPAJSC monthly meetings provided a venue for residents to discuss aspects of the Plan and to suggest changes to the content.

Numerous opportunities for public involvement occurred during the planning process, including a community and business survey, multiple small group meetings, public open houses, stakeholder interviews, and informal input events. See Figure 1.1. Over 100 participants attended each of the three public houses, providing invaluable information during the planning process. In addition, residents from the Sunset Village neighborhood facilitated responses from the public through an independent petition drive. See Appendix C for a summary of public participation activities.

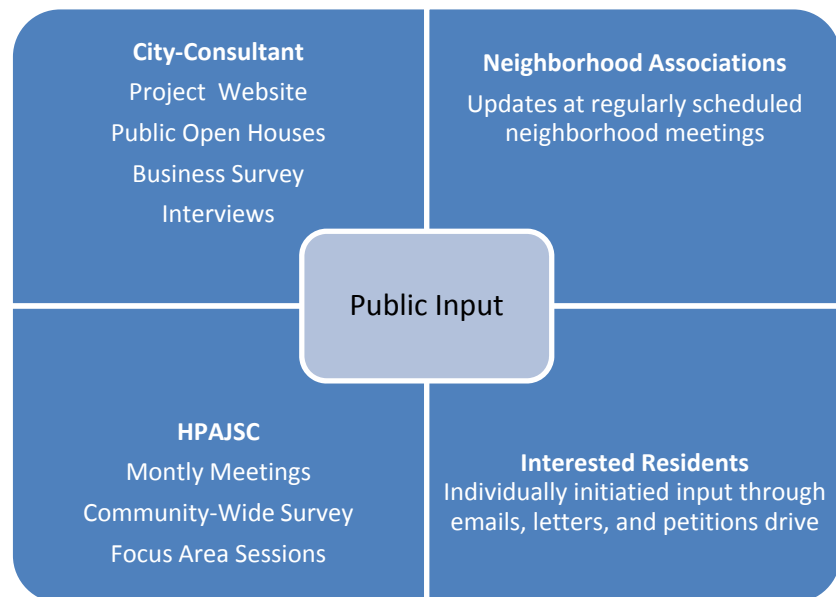


Over 100 neighborhood residents discussed proposed land use changes at the December 2011 Open House meeting.



Community input was gathered throughout all planning phases. Over 100 residents attended each of the three public meetings held in September and December 2011 and the final public meeting in May 2012.

Figure 1.1: Public Input Opportunities



Plan Organization

The Plan is subdivided into eleven chapters. The chapters include, in order:

- ▶ Vision
- ▶ Land Use
- ▶ Housing
- ▶ Land Use and Focus Areas
- ▶ Single-Family Character
- ▶ Bike and Pedestrian Facilities
- ▶ Parks and Open Space
- ▶ Infrastructure
- ▶ Social Capital
- ▶ Implementation Strategy

Aside from the first and last chapters, each chapter includes a goal, policies, and detailed programs and initiatives. The Appendices provide background information and public input related to the content of each chapter.



1 ► PLANNING AREA SUMMARY

Key demographic and economic indicators provide a baseline to understanding the Area's current situation and its opportunities for the future. The data indicates that the Hoyt Park Area is stable and desirable with a number of key assets contributing to its strength. However, the Area's shifting demographic profile and changing position in the City indicate that it also needs to consider new approaches and strategies to maintain success.

Key demographic and socio-economic indicators for the Area are as follows. See Appendix A for complete data and detailed maps.

Socio-economic

- According to the 2010 U.S. Census, Hoyt Park Area's (Census Tract 8) population was 3,557, which represented a decrease of 70 persons since 2000.
- Hoyt Park Area's population is somewhat older than the average in Madison. The Area's median age in 2010 was 37.3 years, compared to 30.9 for the City overall.
- In 2010, almost 23 percent of the Area's population was 65 years and older. This large and growing number of seniors reflects the fact that the Baby Boom generation is transitioning into retirement and empty-nester households.
- The Area's racial diversity has increased since 2000, with the percent of its population identified as non-white increasing from about 8.7 percent in 2000 to 13.5 percent in 2010.
- Educational attainment among Hoyt Park Area's adult population is very high. According to the 2009 American Community Survey data, 97.8 percent of the adult population had a high school diploma and 75.4 percent had a bachelor's degree or higher. In comparison, 51.1 percent of adults City wide had a bachelor's degree in 2010.
- The 2010 median household income in the Area was approximately \$69,500 roughly \$15,500 higher than the City's median income of \$54,000.



Typical single-family home in Sunset Village Neighborhood

Housing

- Hoyt Park Area's single-family home assessed values are higher compared to the City as a whole. According to City data, the average assessed value of owner-occupied homes in the Area was \$260,477 in 2011 compared to \$241,067 for the City overall.
- The existing housing stock is predominantly single-family homes. Out of the total 1,472 housing units, 94 percent were single-family homes. 89 percent of the single-family homes were owner-occupied.
- 75 percent of the single-family homes were built prior to 1960. Development occurred from east to west, with the oldest homes in the northeast portion of the Area.



Physical Characteristics

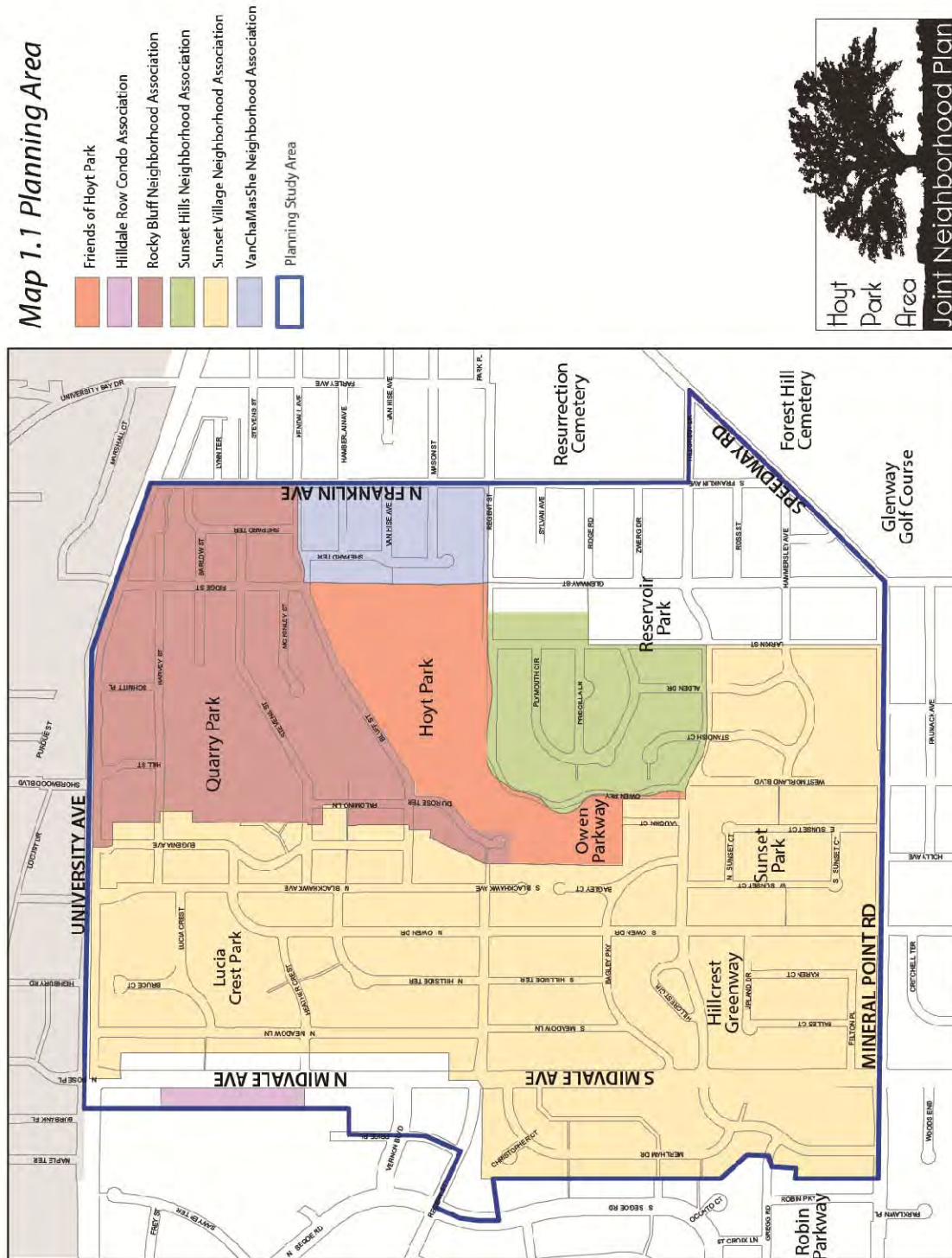
- ▶ Over 50 acres of City parkland is located in the Hoyt Park Area, most notably Hoyt Park.
- ▶ The Hoyt Park Area is lacking in bicycle routes with only one on-street route on Kendall Avenue. There are a few bike lanes/paved shoulder at the edges of the Area.
- ▶ The sidewalk network in the Area is incomplete due to the “rural” cross section found on many streets. Residents’ opinions on sidewalks vary with some feeling the lack of sidewalks adds to the character of the Area while others believe completing strategic sections of sidewalks would improve pedestrian safety.
- ▶ The Area is served by weekday bus service at the edges along University Avenue, Mineral Point Road, Bluff Street, and the northern portion of N. Midvale Boulevard and has a regular service all day Saturday, Sundays, and Holidays.
- ▶ There are 9 businesses with 100 or more employees in the Hoyt Park Area. Most of these businesses are located along University Avenue, a major economic and transportation corridor in the City.
- ▶ School-aged children attend the paired elementary schools of Midvale (Grades K-2) and Lincoln Elementary (Grades 3 -5), Velma Hamilton Middle, and then West High School (all located outside the Area). Queen of Peace Catholic Grade School is located on Mineral Point Road, in close proximity to families living in the southern portion of the Area.
- ▶ A former public school facility, Hoyt School (3802 Regent Street), is currently used as administrative offices for Madison School Community Recreation (MSCR). The building is also used for MSCR’s art, fitness, and enrichment recreational classes, an asset for residents to have a community facility in close proximity.
- ▶ Four neighborhood associations, one condominium association, and a citizen-based park organization are active in the planning area. See Map1.1.



During the Great Depression, the Works Progress Administration and Civil Works Administration built stone entrances, the shelter, and fireplaces at Hoyt Park.



Map 1.1: Planning Area



2 ► VISION

A unique, sustainable neighborhood in the heart of Madison with family-friendly homes on traditional tree-lined streets, diverse parks and open space corridors, edged by commercial uses that fit with the neighborhood.

The Vision is elaborated through eight guiding principles and sustainability priorities, which form the basis for the organization of the remainder of this Plan.

Neighborhood Sustainability Priorities

An important component to the vision and principles is to promote economic, environmental and social sustainability practices.

Neighborhood within a forest

The Area has a diverse and vibrant mature tree canopy including trees in the street terrace, greenways and parks, and on private property. Preservation and regeneration of this canopy will be a key component of maintaining the character; as well as, sustainability components of this canopy.

Actions

- Promote the management of trees, parks, and open spaces, in the Area to maintain large canopy trees, continue to provide green spaces, and provide habitat for migrating birds and other wildlife living in the forest canopy.
- Encourage Focus Areas to preserve mature trees whenever feasible.
- Encourage single-family homeowners to consider appropriate tree replacements when necessary and healthy canopy management techniques.

Effects

Implementation of these actions will ensure that the Hoyt Park Area continues to receive the benefits of a healthy, mature urban forest that provides shade and thus conserves energy, removes pollutants from the atmosphere, helps manage stormwater and control runoff to Madison's lakes, sequesters carbon, supports wildlife and encourages their watching by humans, and is aesthetically pleasing and builds community by fostering a sense of place.

Welcoming, high performance buildings

Redevelopment and reinvestment within the Area should explore opportunities for high performance building and site development techniques as part of the design process.



Managing wooded areas such as Sunset Park will make a valuable habitat for migrating birds and wildlife.



Promote the installation of rain gardens on private and public properties to manage stormwater runoff.



Actions

Encourage the development of buildings and sites in areas recommended for redevelopment that:

- ▶ Have a high quality architectural design.
- ▶ Incorporate state of the art building systems and components to maximize energy efficiency, produce and use renewable energy where feasible, use shared stormwater management systems, and use green building construction materials and practices (e.g., recycle construction waste).
- ▶ Explore on-site stormwater management for quality and quantity treatments where feasible.
- ▶ Preserve and maintain the existing building stock and reduce the promotion of redevelopment as a more sustainable practice.

Effects

Implementation of these actions will provide new and remodeled buildings that protect the environment, conserve energy and reduce the use of fossil fuels. These buildings should also promote the health of Area residents by providing destinations to which to walk or bike and build community by fostering a sense of place through their designs and providing spaces for Area residents to interact.

Healthy Transportation Alternatives

Multi-modal transportation throughout the Area and surrounding region is a key component of offering transportation alternatives to single user car trips. Enhancing facilities for transit, bicycle, and walking trips also helps foster community interaction and overall safety initiatives.

Actions

- ▶ Promote walking and biking within the Area, to commercial business on the edges of the Area, and to commercial, employment, and recreation centers outside the Area.
- ▶ Promote the use of mass transit to and from the Area.
- ▶ Encourage through auto traffic to use major arterials and travel at or below posted speed limits through the Area.



Designated bike lanes and routes, especially north-south connections, will improve bicycle safety.

Effects

Implementation of these actions will promote the health of Area residents, increase pedestrian safety when crossing busy streets, and reduce the use of transportation fuels. Increased biking and walking in the Area will also build community by promoting social interactions among Area residents.

Strong Community

Fostering opportunities for community interaction and dialog is a key component of the long-term desirability and sustainability of the Area.



Actions

Promote social interactions among Hoyt Park Area neighbors by:

- ▶ Encouraging more biking and walking within the Area.
- ▶ Encouraging the development of welcoming buildings in the Area that provide commercial outlets and public spaces of interest to residents of the Area, where these outlets and spaces are appropriate for the project and site and respectful of neighbors' privacy and private property.
- ▶ Encouraging greater use of existing parks and open spaces in the Area.
- ▶ Foster and encourage community activities such as Friends of the Parks, neighborhood block parties, and other civic functions.
- ▶ Installing neighborhood amenities such as benches, kiosks, and Little Libraries.



Activating parkland with activities will promote interaction between neighbors.

Effects

Implementation of all of these actions contributes to building a stronger community in the Hoyt Park Area.

Coordination with City Wide Sustainability Initiatives

These neighborhood-identified focuses should be combined and advanced within the context of the overall City of Madison sustainability goals and guidelines as stated in “The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience.”

Additional information on resources available for improvement projects, including financing and guidelines, has been assembled by the Neighborhood Sustainability Workgroup. This information is available through the neighborhood associations.



Figure 2.1: Vision and Principles



Hoyt Park Area

A unique, sustainable neighborhood in the heart of Madison with family-friendly homes on traditional tree-lined streets, diverse parks and open space corridors, edged by commercial uses that fit with the neighborhood.

Hoyt Park Area Joint Neighborhood Plan



| LAND USE: | HOUSING: | FOCUS AREAS: | SINGLE FAMILY CHARACTER: | BIKE AND PEDESTRIAN FACILITIES: | PARKS AND OPEN SPACE: | INFRASTRUCTURE: | SOCIAL CAPITAL: |
|---|---|---|---|---|--|---|---|
| Preserve the quantity, well kept, mostly single family character of the neighborhood. | Encourage a broader range of housing types and densities in planned areas to meet the changing needs of residents while preserving the integrity and overall composition of the neighborhood. | Consider realistic and neighborhood sensitive infill and redevelopment to ensure that key sites and corridors stay vibrant. | Support reinvestment in residential properties that maintains property values and the unique character of the neighborhood while allowing appropriate modernization, upgrades, and individuality. | Improve connectivity by expanding the bike and pedestrian network within the neighborhood and to nearby destinations. | Maintain and balance stewardship of the neighborhoods' wealth of parks and open spaces so they continue to be community gathering places, welcome migrating birds and other wildlife inhabiting the forest canopy, and encourage a sense of place. | Address traffic volumes, speeds, and neighborhood character in transportation projects. | Nurture and enhance our sense of community, where diversity is welcome and residents of all ages, incomes, and backgrounds connect to each other and the spaces we inhabit and share. |

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3 ► LAND USE

Analyzing and presenting how land in the Hoyt Park Area should be used over the next 10 to 15 years is a key aspect of this Plan, crossing over several different principles in the Vision. This chapter describes the physical places in the community for that vision to be realized, based on the structure presented in Map 5.1: Future Focus Areas and Preservation Concept. This graphic suggests that the Hoyt Park Area is generally divided into three broad types of land use: Neighborhoods, Parks, and Focus Areas. Focus Areas include those sites considered most likely to be the focus of a major improvement or redevelopment proposal at some point during the life of the plan.

This chapter describes the desired future land use pattern in the Hoyt Park Area through Map 5.1 and through policies and detailed recommendations. More detailed land use recommendations for the Focus Area are included in Chapter 5.

Vision

Preserve the quaint, well-kept, mostly single-family character of the neighborhood.

Policies

1. Follow the future land use pattern mapped and described in this Plan when considering development and land use decisions, such as rezoning requests.
2. In general, preserve established neighborhoods and public open space while directing redevelopment and change to Focus Areas, often in mixed-use formats.
3. Encourage sustainable initiatives throughout the Area.
4. Collaborate with private property owners, developers, and neighbors to realize the greatest potential for each new development and redevelopment site envisioned under this Plan.
5. Ensure smooth transitions and connections between pre-existing, potentially conflicting neighboring land uses, such as where commercial property abuts residential neighborhoods, through code enforcement, noise and odor controls, and vegetation and fencing for buffering.
6. Encourage consistent City-wide enforcement of existing building and property maintenance codes to maintain property values and the overall appearance of the Hoyt Park Area.
7. Require high quality (i.e., durable, classic design, safe, orderly) development and encourage designs that support the community identity goals of this Plan.
8. Generally promote the mixture of compatible land uses on the same site and in the same building as components of redevelopment projects within most Focus Areas (e.g., mixed-use development), except where single-use buildings and sites will be more responsive to the requirements of the site, building, area, or market.
9. Encourage land use patterns and development intensities that facilitate and complement alternative forms of transportation, including walking, biking, and bus service.



A variety of architectural housing styles, such as Cape Cod, are in the neighborhood.



10. Consider senior and retirement housing as an option in future projects within the Focus Areas. See Chapter 5 Focus Areas.
11. Encourage housing affordability within the Hoyt Park Area through preservation of existing housing stock and expand housing choices through future Focus Area redevelopment.
12. Accessory dwelling units may be accommodated within the Area as a conditional use, per the adopted Zoning Code standards.
13. Home Occupations may be accommodated within the Area per the adopted Zoning Code standards.

Recommendations

Neighborhood Preservation Areas

Hoyt Park Area's existing, predominantly single-family neighborhoods are places where very little land use change is envisioned or desired. Preserving the existing character, land use, and building relationships is key towards maintaining the existing sense of place and community within the Area. These areas include mostly single-family homes but also some nonresidential uses such as the former Hoyt School. The overall residential density in these areas should be 0 to 8 dwelling units per acre. The intent in the Neighborhood Preservation Areas will be on limiting redevelopment in favor of site sensitive preservation, renovation, and reinvestment. See Chapter 4 Housing and Chapter 6 Single-family Character for more detail.

Parks

The Hoyt Park Area has a wealth of public parkland. The City will maintain the parks in the Area for the multiple recreational, stormwater management, flood control, and neighborhood and community enhancement purposes they serve. Bike and pedestrian network improvements will be considered for both recreation and transportation purposes, leading to a more healthy and sustainable community. See Chapter 7 Bike and Pedestrian Facilities and Chapter 8 Parks and Open Space for more detail.

Focus Areas

Land use change will most likely occur within identified Focus Areas, often in the form of adaptive reuse or mixed-use development. This will generate vitality and value within the Focus Areas and contribute to the City as a whole—particularly as current buildings age and market demands shift. Future development types, density, form, space, and services will not be identical across the Focus Areas. See Chapter 5 Focus Areas for more detail. In addition, the City recognizes that future development types and formats may evolve, and the recommendations in this Plan will therefore need to remain flexible to remain responsive to social, economic, and design viability.



Mixed-use development that are inviting spaces for pedestrians can bring new vitality to neighborhoods commercial areas.



3801 Regent

Directly across the street from the former Hoyt School, is a 2.1 acre site that is currently zoned Neighborhood Mixed-Use (NMX). A two story, 15,830 square foot office building occupies the wooded site.

In the early 1970s, a proposal to construct multifamily housing on the site was proposed. Nearby residential property owners were concerned over the future land use, traffic impact, and the removal of the mature grove of trees on Glenway, Larkin, and Regent Streets. A deed restriction was filed on the property between the property owner and Radio Park (aka Sunset Hills Neighborhood Association) to ensure long-term use of the site. The deed restriction sets forth building height and size, parking lot area, setbacks, and limits the use of the property to a business and/or professional offices, with exception to medical and dental services. Any use or building/parking alterations will require discussion, review and approval between the property owner and Sunset Hills.



A multi-use office building occupies a 2.1 acre wooded site at 3801 Regent Street. A deed restriction between the property owners and Sunset Hills Neighborhood Association sets forth the use, building dimensions, and parking limits.

The new zoning code proposes NMX (Neighborhood Mixed-Use) for the site. Through the neighborhood planning process, the Sunset Hills Neighborhood Association emphasized the importance of keeping the deed restriction in force to maintain the existing use, building footprint, setbacks, and protection of the mature grove of trees. The Sunset Hills Neighborhood Association supports additional limits to preserve the low impact use and park-like setting: 1) use of natural materials such as stone and wood and earth-tone colors which harmonize with the park-like surroundings; 2) low-level site and signage light which is directed away from adjacent residential lots; 3) prohibit pole signs and perimeter fencing; and 4) maintain buffer between the parking lot on the south lot line and adjacent single-family homes.



4 ► HOUSING

Attractive neighborhoods and housing are some of the Area's greatest assets. For this reason, the desire to preserve and enhance the Area's neighborhoods is one of the most important principles within the Vision. At the same time, market changes, demographic shifts, the aging housing supply, and employment demands will place pressure on the status quo when it comes to housing.

This chapter describes Hoyt Park Area's priorities with respect to neighborhood preservation and housing for the next 10 to 15 years, in light of existing character, future needs, and the Vision.

Vision

Encourage a broader range of housing types and densities in planned areas to meet the changing needs of residents while preserving the integrity and overall composition of the neighborhood.

Policies

1. Recognize that the Hoyt Park Area's existing housing stock is a key community asset and work to ensure that asset is preserved over time.
2. Encourage initiatives that strengthen existing neighborhoods through the maintenance and renovation of the housing stock; promotion of homeownership; and the development, maintenance, and improvement of parks, streets, and other public infrastructure (see Chapter 8 Parks and Open Space and Chapter 9 Infrastructure).
3. Encourage the use of the voluntary design guidelines in the Chapter 6 Single-Family Character.
4. Ensure that new housing complements the character and scale of existing homes while still allowing for neighborhood reinvestment.
5. Support a range of housing options to accommodate a variety of income levels, age groups, household sizes, and people with special needs.
6. Promote development of an adequate supply of high quality senior/empty nester housing options. Encourage such developments to locate in areas close to services that seniors typically require, including public transit.
7. Support and promote the continuation of effective police patrols and block watch programs, which help ensure the security and safety of Hoyt Park Area neighborhoods.
8. Consider the use of universal design principles, including the development of ground-floor units that are wheel-chair accessible.
9. Encourage varying housing density, height, and size in transition areas between commercial and single-family residential (e.g., Hilldale area).



Hilldale Row condominiums provide town home style living adjacent to a vibrant shopping mall.



5 ► LAND USE AND FOCUS AREAS

Land Use

A city's general plan is the main policy document that shapes land use and includes elements on housing, transportation, economic development, and other aspects of community life. The City of Madison's Comprehensive Plan was used as the framework to assess current and future scenarios for this planning area.

Land Use Definitions

The following land use definitions from the City of Madison Comprehensive Plan will be used throughout this Chapter, unless otherwise indicated. While allowed on all properties identified in these categories, all uses are not appropriate for all sites.

- Low Density Residential (Up to 8 dwelling units per acre)
 - Single-family detached houses on individual lots.
 - Duplexes or stacked two-flat buildings.
 - Townhouses or row houses.
 - Within the Neighborhood Preservation Area (see Map 5.2), it is not intended to encourage replacement of the existing single-family homes with other low-density housing types except in special circumstances.
- Low-Medium Density Residential District (Up to 15 dwelling units per acre)
 - Single-family detached houses on individual lots.
 - Duplexes, stacked two-flat and stacked three-flat buildings.
 - Townhouses or row houses.
 - Apartment buildings compatible with neighborhood character. Generally limited to no more than four-unit buildings if interlaced with other housing types. Small-scale apartment complexes may include buildings with more than four units.
 - Within the Neighborhood Preservation Area (see Map 5.2), it is not intended to encourage replacement of the existing single-family homes with other low-density housing types except in special circumstances.
- Medium Density Residential (16 to 25 dwelling units per acre)
 - Single-family detached houses on individual lots.
 - Duplexes, stacked two-flat and stacked three-flat buildings.
 - Townhouses or row houses.
 - Apartment buildings with no specific size limitation if compatible in scale and character with other neighborhood buildings. Additional design recommendations may apply to specific locations as noted.
- Medium-High Density Residential (26-40 dwelling units per acre)
 - Single-family detached houses on individual lots.
 - Duplexes, stacked two-flat and stacked three-flat buildings.
 - Townhouses or row houses.
 - Apartment buildings with no specific size limitation if compatible in scale and character with other neighborhood buildings. Additional design recommendations may apply to specific locations as noted.



- ▶ Neighborhood Mixed-Use
 - Neighborhood-serving commercial buildings and uses. While primarily intended to serve adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood.
 - Housing types similar to Low-Medium Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.
 - Mixed-use buildings.
- ▶ Community Mixed-Use
 - Commercial buildings, employment, retail and service uses serving both adjacent neighborhoods and wider community markets. Additional use or design recommendations may apply to specific locations as noted in this plan.
 - Housing types generally similar to Medium and Medium-High Density Residential districts, provided the building scale is appropriate to the district and adjacent neighborhood.
 - Mixed-use buildings.
- ▶ Office
 - Small business office buildings compatible with the scale and design of the surrounding neighborhood.
- ▶ Institutional
 - Schools and school-related uses.
 - Places of worship and assembly.
 - Municipal and civic facilities.
 - Minor public utilities.

Other terms used in this Chapter include:

- ▶ Story
 - Building stories refer to the number of floors that are habitable in a building and give a general indication of overall building height. Average story height of a building should meet the following average heights (floor to floor): Single-family: 9 to 12 feet; Commercial/Office: 12 to 16 feet.
- ▶ Roof
 - Buildings within the Area may feature a wide range of roof treatments with varying character and overall mass. The surrounding uses, development character, and total building height should be considered as part of the review of new buildings or additions.
- ▶ Neighborhood Preservation Areas are described in Chapter 3 Land Use.



Examples of Roof Types and Treatment



Flat Roof



Pitched Roof

Planned Development Districts (PD)

Planned Development District (PD) zoning is allowed within the Area; however it is intended for use only in unique situations where none of the base zoning districts address the type of development or site planning proposed.

Linkages

Expanding transportation choices throughout the Hoyt Park Area will be important in order to maintain a diverse multi-modal environment.

- ▶ Utilize transit-oriented development strategies.
- ▶ Expand transportation mode choices, routes, and facilities throughout the Area to extend and build upon the existing network of choices. These facilities range from Madison Metro bus stops and routes, to bicycle routes, sidewalk connections, and mid-block walkways.
- ▶ Locate bus stops where convenient to building access and enhance existing stops.
- ▶ Link new development with pedestrian, bicycle, and mass transit infrastructure to offer alternative transportation choices.
- ▶ Maintain and enhance mid-block crossings and key pedestrian connections.

Parking

Parking is a key component of all development forms, but should be carefully designed to minimize off-site impacts, reduce impervious surfaces, and minimize unnecessary stalls.

- ▶ Encourage shared parking and multi-modal transportation solutions to decrease overall parking stall requirements.
- ▶ Locate parking behind or along the sides of buildings to provide continuous building facades along streets whenever possible.



Well-designed parking lots are safe, attractive, drain efficiently, and are screened from residential areas.



- ▶ Screen parking when adjacent to residential uses through use of decorative fencing or a landscape buffer. If feasible, encourage yard-to-yard relationship.
- ▶ Encourage long-term redevelopment of surface parking lots.
- ▶ Encourage underground or structured parking for all uses within the Area.
- ▶ Direct lighting in parking areas away from single-family residential.
- ▶ Prohibit structured parking adjacent to single-family residential.

Traffic Impact

- ▶ Encourage use of arterial streets.
- ▶ Encourage use of transit and alternative modes of transportation.
- ▶ Discourage neighborhood cut-throughs.
- ▶ Evaluate traffic impacts of new development on nearby single-family residential.

Exterior Building Lighting

The neighborhood supports the City's exterior lighting ordinance, requiring zero light trespass at the property line for all development, including site and building lighting.

Open Space

While the Hoyt Park Area has ample and unique parks and open space, consideration should be given for on-site facilities.

- ▶ Incorporate high quality public open space on-site into larger redevelopment projects with landscape, hardscape, and seating areas.
- ▶ Expand opportunities for mid-block or open space connections between existing neighborhood parks and destinations.

Neighborhood Review

- ▶ Work with Area neighborhood associations to prepare a guide for developers planning a project in one of the Focus Areas. This guide would help introduce the area to the developer and share priorities for development projects.
- ▶ Encourage developers to discuss projects with the neighborhood prior to the City's required application process to allow for free exchange of ideas, opportunities, and challenges.
- ▶ Encourage developers to coordinate with other neighborhoods and aldermanic representatives on redevelopment projects that affect areas outside of this Plan's boundaries.
- ▶ Encourage residents considering reinvestment or additions to discuss their plans with the surrounding neighborhood to allow for free exchange of ideas, opportunities, and challenges.
- ▶ Carefully consider impacts on adjoining parcels, smaller parcels adjacent to or surrounded by redevelopment sites.
- ▶ Consider overall neighborhood character in the review of redevelopment projects.

Architecture

The Hoyt Park Area contains a wide range of architectural styles that should inform future redevelopment and reinvestment. Careful development of complementary architectural forms will help new projects respond to existing architectural character and blend new projects more into the surrounding area. These forms should not attempt to copy or be limited to strict architectural standards of existing buildings but rather draw inspiration and respect the historic and diverse nature of the surrounding neighborhood.

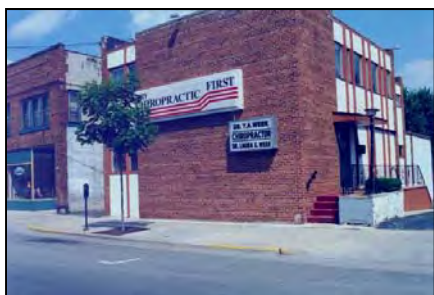


Neighborhood Sensitive Commercial Architecture

This



Not This



Neighborhood Sensitive Residential

This



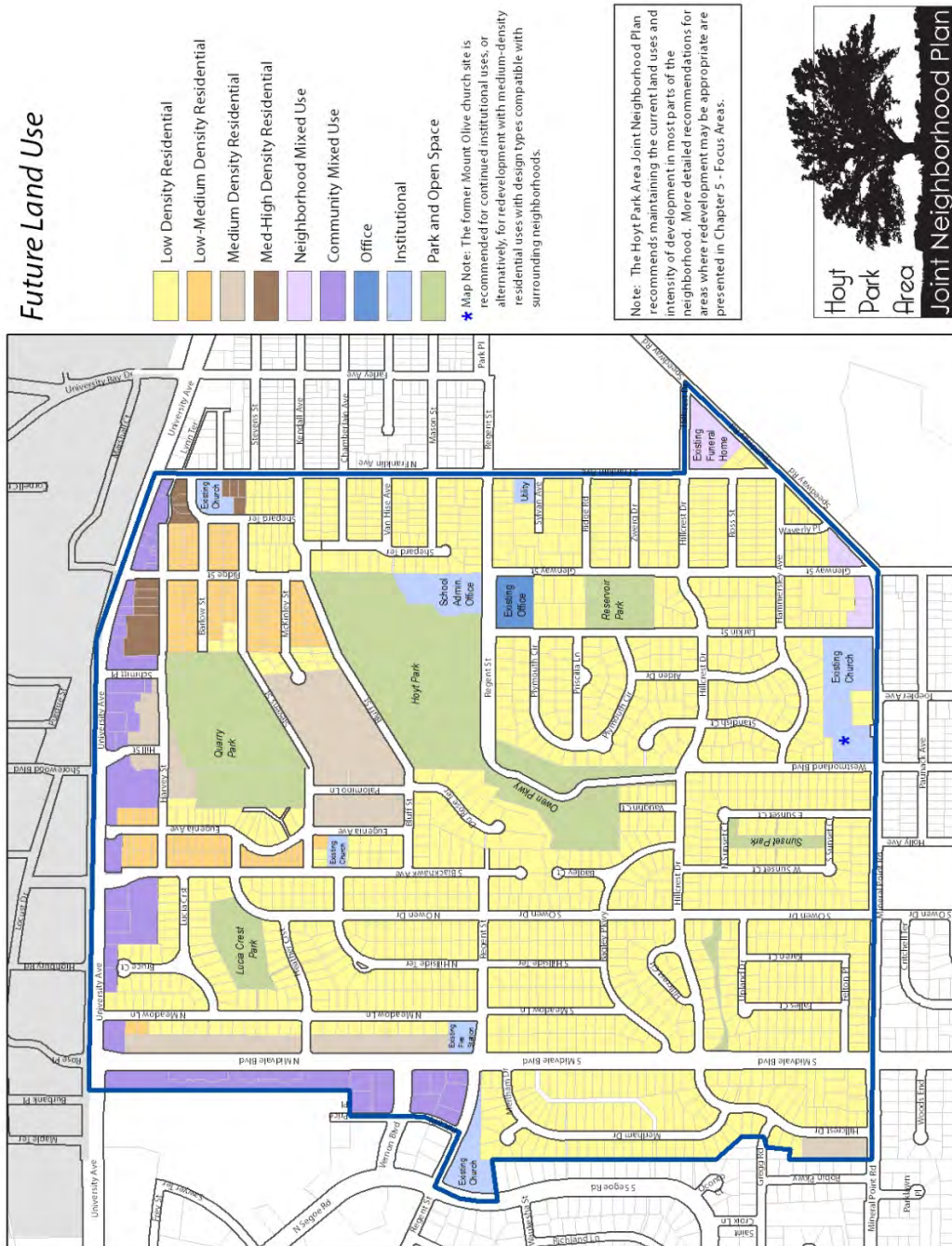
Not This



Future Land Use Map

The Hoyt Park Area Joint Neighborhood Plan recommends maintaining the current land uses in most parts of the neighborhood. Map 5.0 is a detailed land use plan map that identifies potential areas for changes, intensity of land uses, and future areas to reserve for civic uses. Focus Areas provides a descriptive narrative and concepts of building design, community, and societal elements to achieve within these areas slated for change.

Map 5.0: Future Land Use



Focus Areas

Long-term redevelopment within the Hoyt Park Area offers opportunities to diversify neighborhood services, housing options, and address scale, transition, and buffering issues between existing commercial or residential areas. Balancing neighborhood character and project economics will be critical to ensuring redevelopment and reinvestment projects are a coordinated positive change for the Area.

This section provides general standards to frame future reinvestment in all focus areas followed by Map 5.1: Future Focus Areas and Preservation Concept which identifies each of the districts, listed “A” through “N.” The individual districts are then addressed in greater detail within the Chapter including recommendations for the general district and for each sub-district. Figure 5.1 summarizes land use, heights, and specific district recommendations.

Vision

Consider realistic and neighborhood-sensitive infill and redevelopment to ensure that key sites and corridors stay vibrant.

Policies

1. Preserve Neighborhood Preservation Areas while directing redevelopment and change to Focus Areas, often in mixed-use formats.
2. Encourage adaptive reuse (i.e., using a building for something other than its original purpose) in Focus Areas that fit within the context of the surrounding area. Adaptive reuse may include rezoning the property to allow the proposed reuse of the building provided it is compatible with the surrounding use and character of the area.
3. For Focus Area redevelopment projects, balance neighborhood context with regional and project needs while incorporating a wide range of techniques to enhance the overall neighborhood character.
4. Review the City’s Urban Design District #6 Design Guidelines and consider adding new guidelines that address land use transitions and urban form.
www.cityofmadison.com/planning/documents/UDDDist6.pdf
5. Apply the Overall Redevelopment Standards to all redevelopment and reinvestment project within Focus Areas.

Overall Redevelopment Standards

The following standards apply to all redevelopment and reinvestment projects within Focus Areas.

General Urban Design and Streetscaping

The built environment of the Hoyt Park Area can be enhanced and diversified through the careful design of redevelopment/ reinvestment projects.



Outdoor cafes and other people-gathering activities/ streetscape features can bring life to the street.

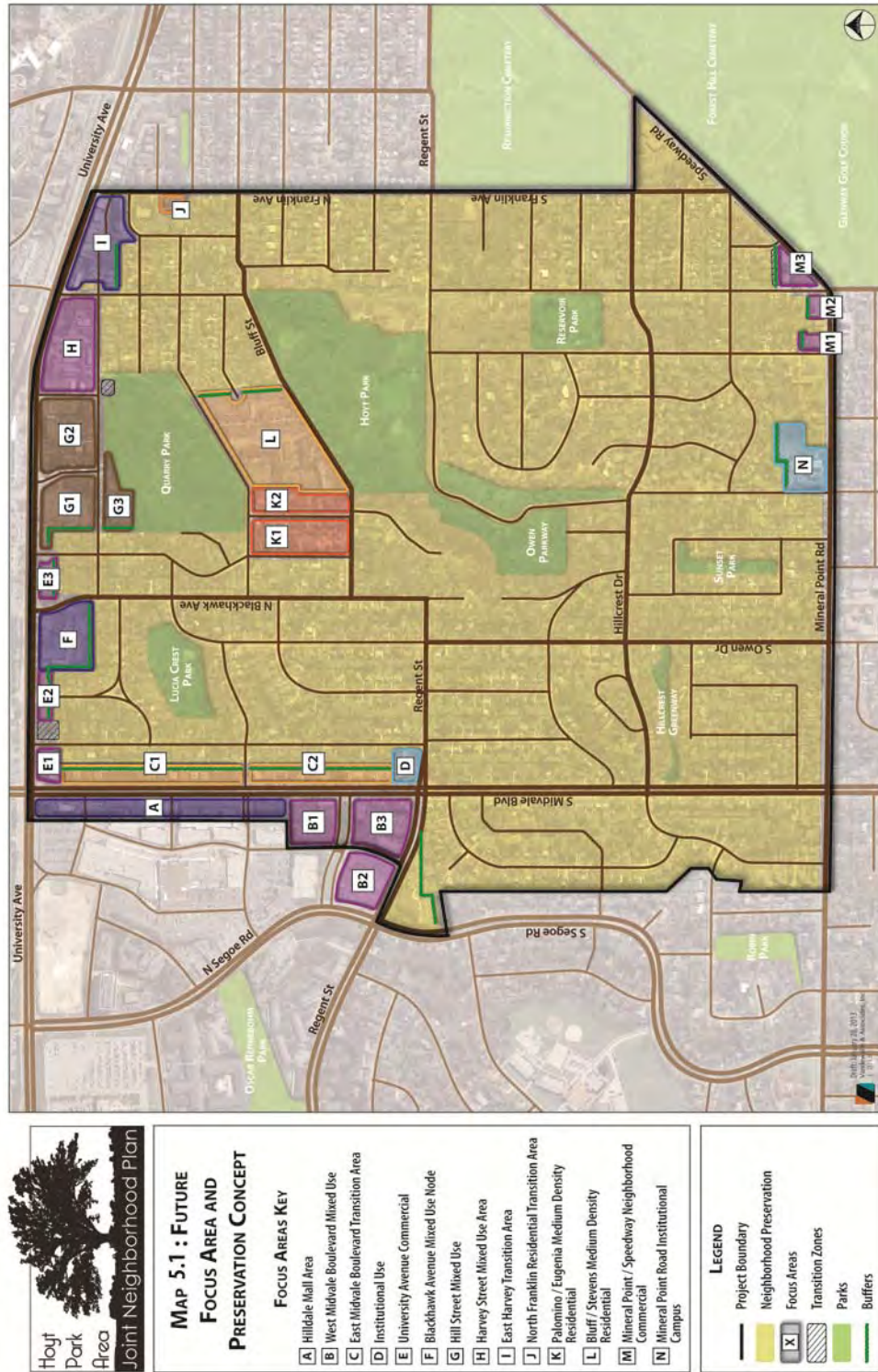
- Redevelopment projects within the Area should respond to and respect the surrounding stable single-family character and should be of appropriate scale and intensity.



- ▶ Incorporate some of the following elements to encourage variation and innovation while ensuring that future development is consistent with the Area's character:
 - Utilize a variety of building materials on facades to add visual interest and reduce the overall mass of the building.
 - Incorporate residential elements found in the surrounding neighborhoods into architectural character and roof lines.
 - Screen parking from adjoining streets with building placement, architectural elements, or landscape buffers.
 - Include pedestrian-oriented building signage.
 - Use clear vision glass on nonresidential uses for a majority of the first floor adjacent to pedestrian zones and streetscapes.
- ▶ Encourage incorporation of sustainability initiatives throughout the Area, including energy efficiency, renewable energy, stormwater management, and green products.
- ▶ Require site inventory and preservation of special buildings where feasible.



Map 5.1: Future Focus Area and Preservation Concepts



HOYT NEIGHBORHOOD PLAN FOCUS AREA RECOMMENDATIONS

A. HILLDALE MALL AREA

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|--|---|-----------------------------------|-----------------------|----------------------------|
| Existing: Community Mixed Use (CMU) | • Community mixed use with commercial, restaurants, office, and retail on the first floor | Mixed Use Center (MXC). | • One to four stories | |
| Proposed: Community Mixed Use (CMU) | • First floor residential | Planned Development (PD) District | | |
| | • Townhomes | | | |
| | • Residential and office on upper floors | | | |
| | • Medium density residential | | | |

B. WEST MIDVALE BOULEVARD MIXED USE

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|--|--|-----------------------------------|--|--|
| Existing: Community Mixed Use (CMU) | • Commercial, clinics, restaurants, office and retail on first floor | Mixed Use Center (MXC) | • Minimum of two stories not to exceed six stories | • Enhance pedestrian realm on Vernon Boulevard as an extension of Hilldale Mall district |
| Proposed: Community Mixed Use (CMU) | • First floor residential along courtyards and open space | Suburban Employment District (SE) | • Transition building height from Regent/Midvale to Hilldale Mall area | • Direct new development in B.1 and B.3 toward Midvale Boulevard and Vernon Boulevard |
| | • First floor residential in flex space | | • Three story maximum along Regent/Midvale | • Assess if Anchor Bank building should be designated a landmark in the B.1 block |
| | • Residential and offices on upper floors | | | • Apply the guidelines in this section to the B.2 block. While it is located outside of the planning area, it exhibits similar characteristics as the adjoining A blocks |
| | | | | • Explore reconfiguration of Vernon Boulevard Right of Way for public uses |

C. EAST MIDVALE BOULEVARD TRANSITION AREA

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|---|---|---|---|--|
| Existing: Low Density Residential (LDR) | • Medium density multi-family residential | Traditional Residential - Varied District 2 (TR-V2) | • Buildings should not exceed three stories | • Maintain single family character in Neighborhood Preservation Area |
| Proposed: Medium Density Residential (MDR) | | | | • Maintain setbacks similar to adjacent existing single family development |
| | | | | • Encourage primary entrances on Midvale Boulevard to ensure consistency along the street |
| | | | | • Support lot assembly to allow flexibility in unit design. |
| | | | | • Limit multi-family buildings to between 160-175 feet in length along the street frontage |
| | | | | • Prohibit through block connection with North Meadow Lane |
| | | | | • Utilize the grade differential in yard transitions and screening in C.1 block |
| | | | | • Improve rear yard transitions and screening in C.2 block |

D. INSTITUTIONAL USE

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|---|---|---|------------------------|--|
| Existing: Low Density Residential (LDR) | • Maintain municipal & institutional uses that support surrounding neighborhood | Traditional Residential - Varied District 1 (TR-V1) | • Two to three stories | • Maintain single family character in Neighborhood Preservation Area |
| Proposed: Medium Density Residential (MDR) | • Support medium density residential development up to 25 units per acre | | | • Screen parking from surrounding neighborhood, roadways, and open space through use of decorative fencing or a landscape buffer |
| | • Existing Fire Station should be evaluated for potential local landmark status | | | |

E. UNIVERSITY AVENUE LINER COMMERCIAL

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|--|---|--|---|---|
| Existing: Community Mixed Use (CMU) | • Neighborhood commercial, retail, professional services, and offices | Commercial Corridor - Transitional District (CC-T) | • One to four stories | • Enhance and expand the landscape buffers between mixed use and single family |
| Proposed: Community Mixed Use (CMU) | • Maintain commercial focus along University Avenue frontage | | • Allow one story uses to remain, but multiple floors are encouraged for long term redevelopment projects | • Include appropriate buffers to Neighborhood Preservation Area in any redevelopment proposal |
| | • See Urban Design District #6 Design Guidelines | | | • Allow the northern two houses along North Meadow Lane to transition to commercial mixed use |
| | | | | • Encourage pedestrian access from Bruce Ct to E.2 |
| | | | | • Prohibit driveway connections from commercial properties to Bruce Court in E.2 block and to Eugenia Avenue in E.3 block |

F. N BLACKHAWK AVENUE MIXED USE NODE

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|--|--|--|---|--|
| Existing: Community Mixed Use (CMU) | • Commercial, restaurants, office, and retail on the first floor | Commercial Corridor - Transitional District (CC-T) | • Allow one story uses to remain, but multiple floors are encouraged for long term redevelopment projects | • Maintain residential scale setback along southern and western edge where adjacent to single family |
| Proposed: Community Mixed Use (CMU) | • Large scale commercial and/or residential buildings | | • Minimum two stories not to exceed five stories along University or three stories along Blackhawk | • Maintain single family scale and setback along North Blackhawk Avenue with a minimum setback matching single family homes and with a 10 foot step back on any third floor elements |
| | • First floor residential along courtyards and open space. | | • Transition building height from University to adjoining residential with tallest heights at University Avenue | • Ingress/egress from site should be evaluated |
| | • First floor residential flex space. | | | • Encourage multiple buildings with a variety of architectural treatments and transition in height |
| | • Residential and offices on upper floors. | | | • Encourage preservation of mature trees where possible |
| | • Maintain commercial focus on University Avenue frontage. | | | • Overall site design should incorporate internal pedestrian circulation |
| | • See Urban Design District #6 Design Guidelines | | | |

G. HILL STREET MIXED USE

| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
|---|--|--|---|--|
| Existing: Community Mixed Use (CMU) | • Commercial, restaurants, office, and retail on the first floor | Traditional Residential - Urban District (TR-UT) | • Allow one story uses to remain, but multiple floors are encouraged for long term redevelopment projects | • Discourage large scale surface parking |
| Proposed: Medium Density Residential (MDR) | • First floor residential along courtyards and open space | Commercial Corridor - Transitional District (CC-T) | • Minimum of two stories but not to exceed five stories | • Enhance buffers with adjoining properties and Harvey Street in the G.1 block |
| Low Density Residential (LDR) | • First floor residential flex space | | • Transition building height from University Avenue with a three story maximum along Harvey Street | • Allow a maximum of three stories along Harvey Street and the western edge, with up to four stories along University in the G.1 block |
| Proposed: Community Mixed Use (CMU) | • Residential and offices on upper floors. | | | • Realignement of Hill Street with Shorewood Boulevard |
| Medium Density Residential (MDR) | • Maintain commercial uses on University Avenue. | | | • Consider wide range of options with higher story uses along University in the G.2 block |
| | • See Urban Design District #6 Design Guidelines | | | • Encourage lower density multi-family in the G.3 block |
| | | | | • New development should implement light trespass measures |

January 28, 2013

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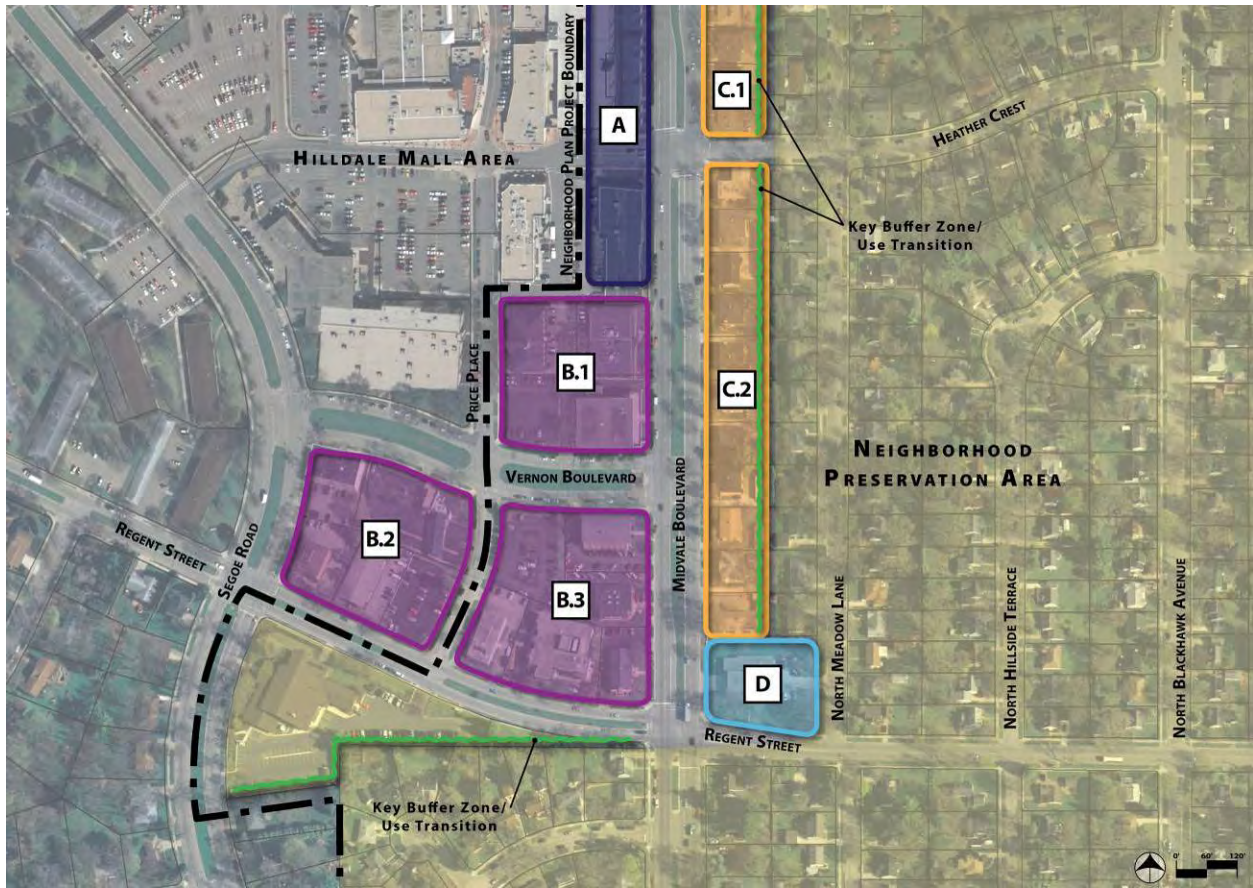
| HOYT NEIGHBORHOOD PLAN FOCUS AREA RECOMMENDATIONS | | | | |
|--|--|---|---|---|
| H. HARVEY STREET MIXED USE AREA | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Community Mixed Use (CMU) | • Community mixed use with commercial, restaurants, office, and retail on the first floor | Commercial Corridor - Transitional District (CC-T) | • Allow one story uses to remain, but multiple floors are encouraged for long-term redevelopment projects | • Discourage large scale surface parking lots for future redevelopment |
| Medium Density Residential (MDR) | • First floor residential along courtyards and open space | Traditional Residential - Urban District 1 (TR-U1) | • Minimum of two stories but not to exceed five stories | • Allow existing houses to remain, but may be appropriate for long term acquisition and incorporation into Quarry Park |
| Proposed: Community Mixed Use (CMU) | • Residential and office on upper floors University Avenue | | • Transition building height from University Avenue frontage with a two story maximum along Harvey Street | |
| Medium Density Residential (MDR) | • See Urban Design District #6 Design Guidelines | | | |
| I. EAST HARVEY TRANSITION AREA | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Community Mixed Use (CMU) | • Community mixed use with commercial, restaurants, office, and retail on the first floor | Commercial Corridor - Transitional District (CC-T) | • Allow one story uses to remain, but multiple floors are encouraged for long-term redevelopment projects | • Discourage large scale surface parking for future redevelopment |
| Medium Density Residential (MDR) | • First floor residential along courtyards and open space | Traditional Residential - Urban District 1 (TR-U1) | • Minimum of two stories not to exceed four stories | • Ingress/egress shall be evaluated |
| Proposed: Community Mixed Use (CMU) | • First floor residential or commercial flex space | | • Transition building height from University Avenue frontage with a two story maximum along adjoining single family residential | • Evaluate the stone house at the northeast corner of the Harvey Street and Ridge Street intersection for possible Landmark status and ensure that it is incorporated into future development of this site |
| Medium Density Residential (MDR) | • Residential and office on upper floors | | | |
| Low Density Residential (LDR) | • Maintain commercial focus on University Avenue | | | |
| | • Maintain low to medium residential density south of Barlow and Harvey | | | |
| | • See Urban Design District #6 Design Guidelines | | | |
| J. NORTH FRANKLIN RESIDENTIAL TRANSITION AREA | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Low Density Residential (LDR) | • Medium-high density multi-family residential | Traditional Residential - Varied District 1 (TR-V1) | • Buildings should not exceed three stories | • Maintain single family character in Neighborhood Preservation Area |
| Proposed: Medium-High Density Residential (M-HDR) | | | | • Maintain setbacks similar to adjacent existing single family. |
| | | | | • Encourage primary entrances on North Franklin |
| | | | | • Screen surface parking |
| | | | | • Support lot assembly immediately adjacent to North Franklin to allow flexibility in unit design |
| | | | | • Limit multi-family buildings to between 160-175 feet in length along the street frontage |
| | | | | • Encourage underground parking |
| K. PALOMINO / EUGENIA MEDIUM DENSITY RESIDENTIAL | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Medium Density Residential (MDR) | • Medium density residential 16-25 dwelling units/acre | Traditional Residential - Varied District 2 (TR-V2) | • Two to three stories | • Encourage setbacks similar to those of adjacent existing development |
| Existing: Medium Density Residential (MDR) with limits of 16-25 dwelling units/acre | • Support low density multi-family buildings with 4 to 8 units | | | • Require buildings to front onto adjoining streets with usable primary entrances along the street and secondary entrances to the parking behind the building |
| | • Support reinvestment of existing buildings | | | • Explore opportunities to re-establish the mid-block sidewalk connection |
| | • Discourage property assembly and combination | | | |
| L. BLUFF / STEVENS MEDIUM DENSITY RESIDENTIAL | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Medium Density Residential (MDR) | • Medium density residential 16-25 dwelling units/acre | Suburban Residential - Varied District 2 (SR-V2) | • Two to three stories | • Transition density and heights from center of site |
| Proposed: Medium Density Residential (MDR) with limits of 16-25 dwelling units/acre | • Support reinvestment of existing buildings where feasible or replacement with small scale neighborhood appropriate redevelopment | | | • Encourage setbacks similar to adjacent development, and maintain overall amount of green space |
| | • Maintain single family character in Neighborhood Preservation Area | | | • Encourage buildings to front onto adjoining streets. |
| | | | | • Encourage maintenance of mid-block walkway along Les Chateaux. Longer term, explore creating a dedicated bike/pedestrian connection |
| | | | | • Explore opportunity to break parcel into smaller complexes |
| M. MINERAL POINT / SPEEDWAY NEIGHBORHOOD COMMERCIAL | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Neighborhood Mixed Use (NMMU) | • Adaptive reuse of buildings is supported | Neighborhood Mixed-Use District (NMX) | • One to three stories | • M.1: Maintain single family compatible scale. Orient nonresidential uses towards Mineral Point Road. Use grade change to integrate height while transitioning to adjoining residential uses. Limit heights along north property line to two stories. Encourage building placement closer to Mineral Point Road for commercial buildings: residential buildings may incorporate a larger setback |
| Proposed: Neighborhood Mixed Use (NMMU) | • Neighborhood commercial, retail, professional services, and offices. | | | • M.2: Limit building height to two stories. Encourage building placement closer to Mineral Point Road for commercial buildings. Reinforce the corner of Glenway Street and Mineral Point Road |
| | • First floor or upper floor residential uses | | | • M.3: Enhance buffers with adjoining properties. Use grade change to integrate height while transitioning to adjoining residential uses. Limit heights along north property line to two stories. Reinforce the corner of Glenway Street and Mineral Point Road |
| | • Maintain single family residential scale along adjoining streets and property edges | | | |
| N. MINERAL POINT ROAD INSTITUTIONAL CAMPUS | | | | |
| Comp. Plan | Recommended Land Uses | Potential Zoning | Heights | Additional Recommendations |
| Existing: Low Density Residential (LDR) | • Low density single family | Traditional Residential - Consistent District 1 (TR-C4) | • One to two stories | • Limit building mass and scale to neighborhood character |
| Proposed: Low Density Residential (LDR) | • Town houses and small apartment buildings | | | • Wider range of housing types, which might include densities into the Medium Density Range (16-25 units per acre) |
| Medium Density Residential (MDR) with limits of 16-25 dwelling units/acre | • Office uses in existing buildings | | | • Buffer multi-family uses or surface parking from residential |
| | • The neighborhood supports adaptive re-use of existing buildings | | | • Transition scale from adjoining streets and single family |
| | • Place of worship, school, community center, special institution, residential uses such as single family | | | • Maintain a minimum 35 foot building setback from adjoining single family lots to the north of the district |
| | • Maintain single family residential scale along adjoining streets and property edges | | | • Encourage underground parking |
| | • Possible pocket neighborhood redevelopment | | | • Require traffic impact assessment for new uses other than churches or single family residential |

June 2013

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Midvale Boulevard Focus Area

**A. Hilldale Mall Area**

The Hilldale Mall Area has undergone significant restructuring, reinvestment, and densification to create a vibrant regional destination with a wide variety of uses. The frontage along Midvale Boulevard has largely been completed and features a pedestrian oriented mixed-use edge along the neighborhood. Due to the relatively recent nature of this reconstruction, little change is expected in the near term for this section of the Hilldale Mall complex; however, in the event that redevelopment is considered in the longer timeline, care should be taken to make sure it continues to be a pedestrian oriented mixed-use destination in keeping with the surrounding areas.

Comprehensive Plan

- Community Mixed-Use (CMU).

Existing Zoning

- PD (Planned Development).

Potential Zoning

- Mixed-Use Center (MXC), PD (Planned Development).



Recommended Land Uses

- ▶ Community mixed-use with commercial, restaurants, office, and retail on the first floor.
- ▶ First floor residential.
- ▶ Rowhouses, Townhomes.
- ▶ Residential and office on upper floors.
- ▶ Medium density residential.

Heights

- ▶ One to four stories.

B. West Midvale Boulevard Mixed-Use

This area west of N. Midvale Boulevard represents one of the most flexible opportunities within the neighborhood for mixed-use redevelopment. Existing development in this area ranges from light office to limited commercial uses and offers the opportunity both geographically and economically to extend the overall Hilldale Mall area. Future land uses in this area will also be addressed in the University Hill Farms Plan.

Comprehensive Plan

- ▶ Community Mixed-Use (CMU).

Existing Zoning

- ▶ Suburban Employment District (SE).

Potential Zoning

- ▶ Mixed-Use Center (MXC).
- ▶ Suburban Employment District (SE).

Recommended Land Uses

- ▶ Community mixed-use with commercial, clinics, restaurants, office, and retail on the first floor.
- ▶ First floor residential may be accommodated along courtyards, open space, or at the rear of the building. First floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units.
- ▶ First floor residential may also be incorporated through the use of flex space construction techniques that allow residential in the near term but could transition to commercial uses in the long-term.
- ▶ Residential and offices on upper floors.

Heights

- ▶ Minimum of two stories but not to exceed six stories.
- ▶ Transition building height from Regent/Midvale frontages to Hilldale Mall area, with a three-story maximum along Regent Street and Midvale Boulevard.



Pedestrian-friendly design creates places where people can meet, shop, and enjoy themselves walking.



Specific Guidelines

- ▶ Consider Vernon Boulevard as a strong organizing opportunity for the area offering a unique extension of the Hilldale Mall walkable shopping district. Efforts to enhance the pedestrian realm should be undertaken as sites redevelop and could include building orientation onto Vernon Boulevard with useable primary entrances, first floor commercial and/or retail uses, pedestrian and streetscape enhancements, and screening or redevelopment of parking areas along the frontage.
- ▶ Direct new development in the B.1 and B.3 blocks towards N. Midvale Boulevard and Vernon Boulevard.
- ▶ Existing Anchor Bank Building should be evaluated for potential landmark status (B.1 block)..
- ▶ Apply the guidelines in this section to the B.2 block. While it is located outside of the planning area, it exhibits similar characteristics as the adjoining A blocks.
- ▶ Explore redesign and reconfiguration of the Vernon Boulevard right-of-way for public uses such as a farmers market or civic gatherings.



Anchor Bank, 302 N Midvale Boulevard, has a mid-century design.



Figure 5.2: B Blocks Form Recommendations



C. East Midvale Boulevard Transition Area

The area east of Midvale Boulevard is a key residential transition zone from Community Mixed-Use on the west side of Midvale Boulevard to Low Density Residential on the east side of Midvale Boulevard. This area is currently multi-family housing and any future redevelopment should be compatible with the surrounding neighborhood.

Comprehensive Plan

- ▶ Medium Density Residential (MDR).

Existing Zoning

- ▶ Traditional Residential - Varied District 1 (TR-V1).

Potential Zoning

- ▶ Traditional Residential - Varied District 2 ((TR-V2).



Primary entrances oriented toward street.



Recommended Land Uses

- ▶ Medium density multi-family residential.

Heights

- ▶ Buildings should not exceed three stories.

Massing and Setbacks

- ▶ Maintain single-family character in Neighborhood Preservation Area.
- ▶ Maintain setbacks similar to adjacent existing single-family development.
- ▶ Encourage homes to have their primary entrance on Midvale Boulevard to ensure consistency along the street.

Parking

- ▶ Screen surface parking from the street and from neighboring uses by placement at the rear of the buildings or underground.

Specific Guidelines

- ▶ Support lot assembly along Midvale Boulevard to allow flexibility in unit design; lot assembly and expansion onto the North Meadow Lane frontage is discouraged. The North Meadow Lane block faces feature intact single-family frontages and should not be assembled and recombined for multi-family uses or driveway access for units abutting Midvale Boulevard.
- ▶ Limit multi-family buildings to between 160 and 175 feet in overall length along the street frontage and feature well-articulated architectural treatment with a variety of facades, setbacks, and or step backs so as to fit into the overall neighborhood scale.
- ▶ Encourage underground parking when feasible.
- ▶ Prohibit through block connections from the Midvale Boulevard fronting lots to North Meadow Lane for vehicular access.
- ▶ Utilize the grade differential where appropriate in the C.1 block for rear yard transitions and screening to the adjoining single-family homes, and enhance treatments where grade differential is minimal.
- ▶ Improve rear yard transitions and screening in the C.2 block to adjoining single-family lots including fencing, garage placement, or enhanced landscaping.



Well-articulated architectural treatments.



D. Institutional Use

This area is currently institutional land and is designated to remain as such or be redeveloped in a manner that is consistent with the surrounding low density residential.

Comprehensive Plan

- ▶ Existing: Low Density Residential (LDR).
- ▶ Proposed: Medium Density Residential (MDR).

Existing Zoning:

- ▶ Traditional Residential - Consistent District 1 (TR-V1).

Potential Zoning:

- ▶ Traditional Residential - Consistent District 1 (TR-V1).

Recommended Land Use

- ▶ Maintain municipal and institutional uses that support the surrounding neighborhood.
- ▶ Support medium density residential redevelopment up to 25 units per acre..
- ▶ Existing Fire Station should be evaluated for potential local historic landmark status.

Massing and Setbacks

- ▶ Maintain single-family character in Neighborhood Preservation Area.

Heights

- ▶ Two to three stories.

Parking

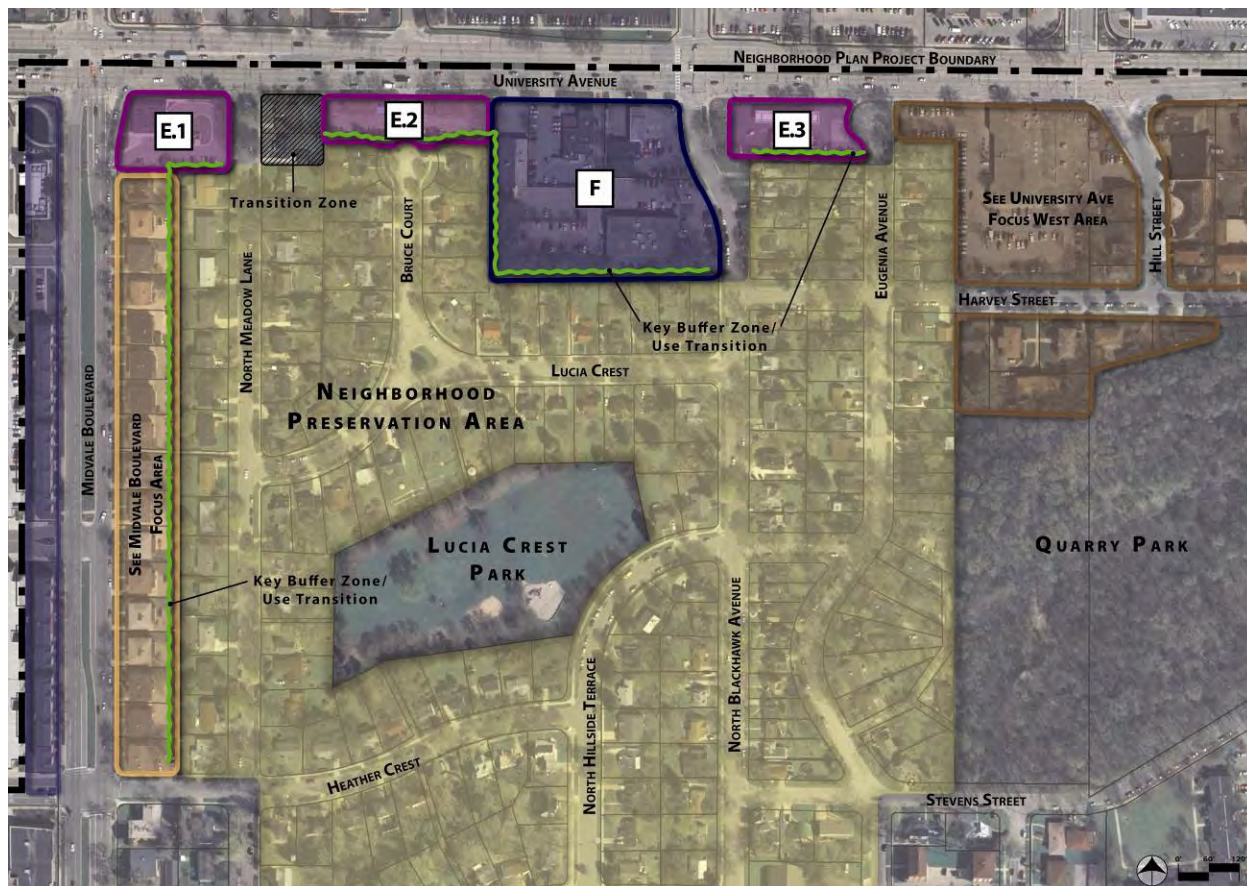
- ▶ Screen parking from surrounding residential neighborhood, roadways, and open space through use of decorative fencing or a landscape buffer.



Fire Station 9, 201 N. Midvale Boulevard, was built in 1957 in response to the housing boom on the growing west side.



University Avenue Focus West Area



E. University Avenue Commercial

University Avenue is a key commercial Corridor serving the Madison area and providing an important western gateway to the Central City. The University Avenue frontage addressed in the Focus Areas is an underutilized section of the corridor with potential to support commercial redevelopment that will serve the neighborhood and the larger City alike. Overall, the approach to the corridor in terms of development and redevelopment should be to remain sensitive to the surrounding neighborhood while recognizing that this is a regionally-important area, proximate to numerous major employers, and located near the central part of the City. As such, redevelopment in the corridor should be dense, multi-use, and focused on supporting business and employment opportunities.

The University Avenue frontage contains numerous development sites with a range of redevelopment potential due to the lot depth and parcel configuration. The properties in this area are directly adjacent to residential areas and form a key buffer to the arterial corridor. As a result, any redevelopment should be sensitive to local neighborhood form and character.

Comprehensive Plan

- Community Mixed-Use (CMU).



Existing Zoning

- ▶ Commercial Corridor – Transitional District. (CC-T).
- ▶ Planned Development District (PD)

Potential Zoning

- ▶ Commercial Corridor – Transitional District. (CC-T).

Recommended Land Uses

- ▶ Neighborhood commercial, retail, professional services, and offices.
- ▶ Maintain commercial focus along University Avenue frontage.
- ▶ See the Urban Design District #6 Design Guidelines for additional details.
- ▶ Discourage further commercial encroachment into the Neighborhood Preservation Area.

Heights:

- ▶ One to four stories.
- ▶ Allow one story uses to remain, but long-term multiple floors are encouraged for redevelopment projects.

Specific Guidelines

- ▶ Enhance and expand the landscape buffers between the mixed-use sites and adjoining single-family residential through incorporation of screening fencing and landscape treatments. Given shallow depth of properties, solid fencing may be the best option to address current configuration. However, future redevelopment projects may present opportunities to expand or enhance these buffers.
- ▶ Allow the northern two houses along North Meadow Lane to transition to commercial mixed-use over time due to the proximity and exposure to University Avenue. Appropriate scale, transitions, and buffers to the Neighborhood Preservation Area should be included in any development proposal.
- ▶ Encourage pedestrian access from Bruce Court to E2.
- ▶ Prohibit driveway connections from commercial properties to Bruce Court in E.2 block.
- ▶ Prohibit driveway connections from commercial properties to Eugenia Avenue in E.3 block.

**F. North Blackhawk Avenue Mixed-Use Node**

The Blackhawk Avenue Mixed-Use node is unique among the University Avenue West commercial corridor due to the size of parcels with redevelopment potential. This existing mixed-use area includes commercial along University Avenue and transitions to office uses which abut a single-family area. The extra depth and block pattern offers the long-term opportunity for more diverse and higher density uses with appropriate transitions to the neighborhood. The properties in this area have a high level of interaction with the surrounding residential neighborhoods; as such, any redevelopment should be sensitive to local neighborhood character.



Comprehensive Plan

- ▶ Community Mixed-Use (CMU).

Existing Zoning

- ▶ Commercial Corridor – Transitional District (CC-T).

Potential Zoning

- ▶ Commercial Corridor – Transitional District (CC-T).

Recommended Land Uses

- ▶ Community mixed-use with commercial, restaurants, office, and retail on the first floor.
- ▶ Large scale commercial and/or residential buildings on the University Avenue frontage including medium size retail operations, large office buildings, and/or high density residential within the bulk parameters of the zoning on the site.
- ▶ First floor residential may be accommodated along courtyards, open space, or at the rear of the building. First floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units.
- ▶ First floor residential may also be incorporated through the use of flex space construction techniques that allow residential in the near term but could transition to commercial uses in the long-term.
- ▶ Residential and small professional offices on upper floors.
- ▶ Maintain commercial focus along University Avenue frontage.
- ▶ See the Urban Design District #6 Design Guidelines for additional details.

*First floor commercial.**Residential scale setbacks.**Heights*

- ▶ Allow one story uses to remain, but long-term redevelopment projects should include multiple floors.
- ▶ Minimum of two stories but not to exceed four stories along University Avenue or three stories along Blackhawk Avenue adjacent to single-family homes.



- ▶ Transition building height from University Avenue to adjoining residential properties.
- ▶ Step down at edges with tallest heights at University Avenue per the standards described in the Commercial Corridor – Transitional District zoning district.

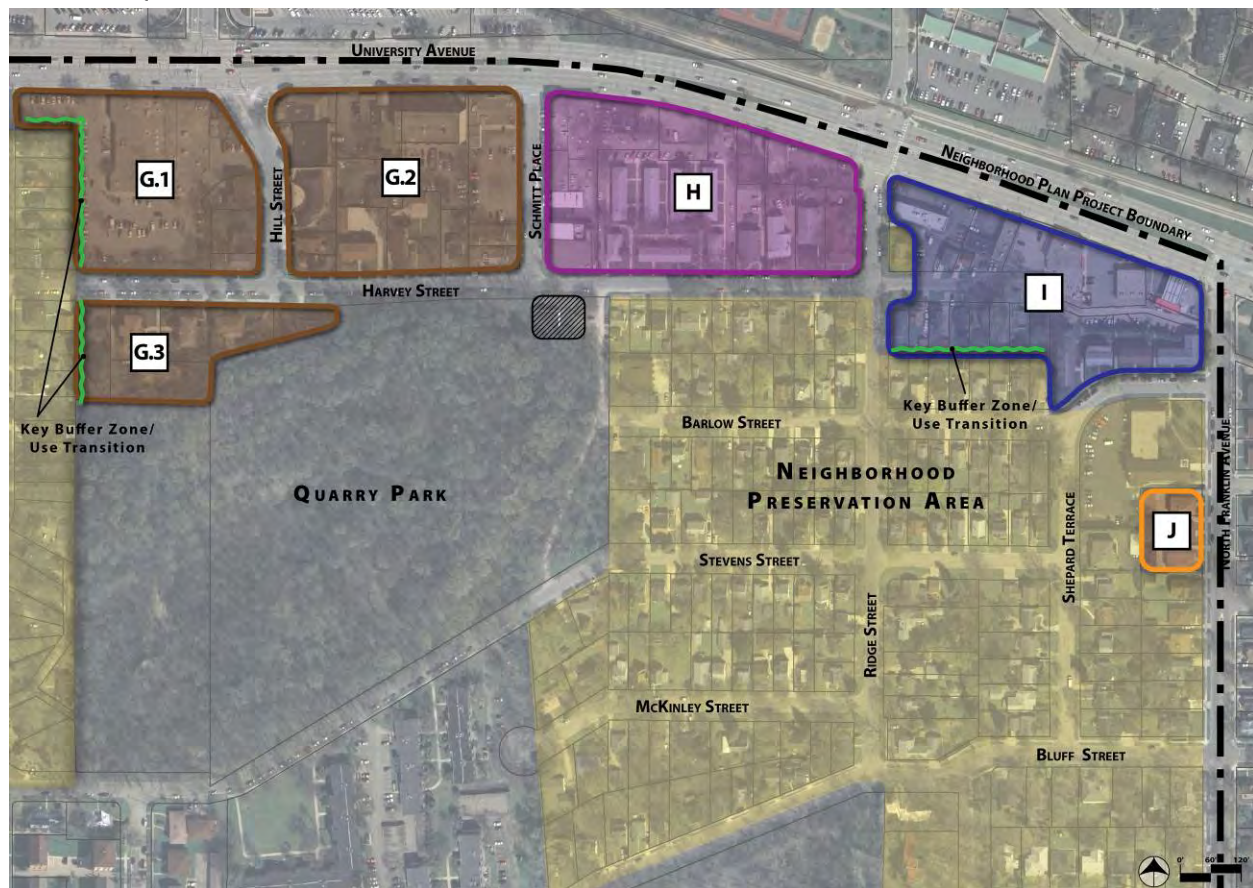
Specific Guidelines

- ▶ Maintain a residential scale setback along the southern edge and western edge where adjacent to single-family homes to allow for appropriate transition area to adjoining single-family area. See Figure F for suggested setbacks.
- ▶ Maintain single-family scale and setback along North Blackhawk Avenue with a minimum setback matching single-family homes along street and a minimum 10 foot step back for any third floor elements.
- ▶ Ingress/egress from site should be evaluated during the development process with the focus on minimizing impacts to the nearby neighborhood.
- ▶ Overall site design should incorporate internal pedestrian circulation.
- ▶ Encourage multiple buildings in this block with a variety of architectural treatments that transition from higher height along University Avenue to lower height buildings with a more compatible residential character.
- ▶ Encourage preservation of mature trees along the setback areas whenever feasible.

Figure 5.3: F Blocks Form Recommendations



University Avenue Focus East Area



G. Hill Street Mixed-Use

The Hill Street area contains a wide range of uses, building types, heights, and densities. This area's relative isolation between University Avenue and Quarry Park creates an opportunity for higher density uses through lot assembly and redevelopment.

Comprehensive Plan: Existing

- ▶ Community Mixed-Use (CMU).
- ▶ Medium Density Residential (MDR).
- ▶ Low Density Residential (LDR).

Comprehensive Plan: Proposed

- ▶ Community Mixed-Use (CMU).
- ▶ Medium Density Residential (MDR).



Existing Zoning

- ▶ Traditional Residential - Varied District (TR-V1).
- ▶ Traditional Residential - Urban District (TR-U1).
- ▶ Planned Development District (PD).
- ▶ Commercial Corridor - Transitional District (CC-T).

Potential Zoning

- ▶ Traditional Residential - Urban District (TR-U1).
- ▶ Commercial Corridor - Transitional District (CC-T).

Recommended Land Uses

- ▶ Community mixed-use with commercial, restaurants, office, and retail on the first floor.
- ▶ First floor residential may be accommodated along courtyards, open space, or at the rear of the building. First floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units.
- ▶ First floor residential may also be incorporated through the use of flex space construction techniques that allow residential in the near term but could transition to commercial uses in the long-term.
- ▶ Residential and offices on upper floors.
- ▶ Focus commercial uses on University Avenue with residential uses along Harvey Street.
- ▶ See the Urban Design District #6 Design Guidelines for additional details.

*Heights*

- ▶ Allow one story uses to remain, but long-term should include multiple floors for redevelopment projects.
- ▶ Minimum of two stories but not to exceed five stories.
- ▶ Transition building height from University Avenue frontage with a two to three story maximum along Harvey Street.

Specific Guidelines

- ▶ Discourage large scale surface parking for future redevelopment projects.
- ▶ Enhance the buffers with adjoining properties and Harvey Street in the G.1 block.
- ▶ Allow a maximum of three stories along Harvey Street and the western edge, with up to four stories along University Avenue in the G.1 block.
- ▶ Any future redevelopment of the G.1 site (west side of Hill Street at University Avenue) include consideration of the realignment of Hill Street with Shorewood Boulevard to the north to reduce/eliminate the existing off-set of those streets.
- ▶ Consider a wide range of redevelopment options with higher story uses along University Avenue in the G.2 block—see detailed concept graphic.



- ▶ Encourage lower density multi-family development in the G.3 block with careful scale transitions to the Neighborhood Preservation Area to the west.
- ▶ Require zero light trespass at the property line for all development, including building and site.

H. Harvey Street Mixed-Use Area

This area has reinvestment potential as a transition area between University Avenue and the Neighborhood Preservation Area. The University Avenue frontage offers an opportunity for expanded commercial and employment opportunities while the Harvey Street portion of these properties have a high level of interaction with the surrounding residential neighborhoods.

Comprehensive Plan

- ▶ Community Mixed-Use (CMU).
- ▶ Medium Density Residential (MDR).

Existing Zoning

- ▶ Commercial Corridor - Transitional District (CC-T).
- ▶ Traditional Residential - Urban District 1 (TR-U1).

Potential Zoning

- ▶ Commercial Corridor - Transitional District (CC-T).
- ▶ Traditional Residential - Urban District 1 (TR-U1).

Recommended Land Uses

- ▶ Community mixed-use with commercial, restaurants, office, and retail on the first floor.
- ▶ First floor residential may be accommodated along courtyards, open space, or at the rear of the building. First floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units.
- ▶ First floor residential may also be incorporated through the use of flex space construction techniques that allow residential in the near term but could transition to commercial or commercial space transition to residential.
- ▶ Residential and offices on upper floors.
- ▶ Maintain commercial focus along University Avenue frontage with residential uses on Harvey Street.
- ▶ Maintain neighborhood residential scale along Harvey Street.
- ▶ See the Urban Design District #6 Design Guidelines for additional details.



Heights

- ▶ Allow one story uses to remain, but long-term redevelopment projects should include multiple floors.
- ▶ Minimum of two stories but not exceed five stories.
- ▶ Transition building height from University Avenue frontage with a two story maximum along Harvey Street.

Specific Guidelines

- ▶ Discourage large scale surface parking lots for future redevelopment.
- ▶ Allow existing home along Harvey Street and Quarry Park to remain, but this property may be appropriate for long-term acquisition and incorporation into Quarry Park.

I. East Harvey Transition Area

The East Harvey Transition Area is one of the more complex block and use patterns within the neighborhood. Long-term redevelopment for this site will require property acquisition/combination and potential vacation of rights of way. This area's frontage onto University Avenue offers opportunities for expanded commercial or mixed-use areas, but will have to carefully transition to the adjoining Neighborhood Preservation Area.

*Comprehensive Plan: Existing*

- ▶ Community Mixed-Use (CMU).
- ▶ Medium Density Residential (MDR).

Comprehensive Plan: Proposed

- ▶ Community Mixed-Use (CMU).
- ▶ Medium Density Residential (MDR).
- ▶ Low-Medium Residential (LMR)

Existing Zoning

- ▶ Traditional Residential - Urban District 1 (TR-U1).
- ▶ Traditional Residential - Consistent District 2 (TR-C2).
- ▶ Commercial Corridor - Transitional District (CC-T).

Potential Zoning

- ▶ Commercial Corridor - Transitional District (CC-T).
- ▶ Traditional Residential - Urban District 1 (TR-U1).

Recommended Land Uses

- ▶ Community mixed-use with commercial, office, and retail on the first floor.
- ▶ First floor residential may be accommodated along courtyards, open space, or at the rear of the building. First floor residential along the sidewalk is discouraged unless separated by a raised first floor elevation, open space separation or other appropriate architectural/landscape treatments to maintain privacy within these units.



- ▶ First floor residential may also be incorporated through the use of flex space construction techniques that allow residential in the near term but could transition to commercial or commercial space transition to residential.
- ▶ Residential and offices on upper floors.
- ▶ Maintain commercial focus along University Avenue frontage.
- ▶ Encourage medium-high residential south of Franklin Court.
- ▶ Maintain low-medium residential south of Harvey Street.
- ▶ See the Urban Design District #6 Design Guidelines for additional details.



Raised first floor elevation in residential buildings

Heights

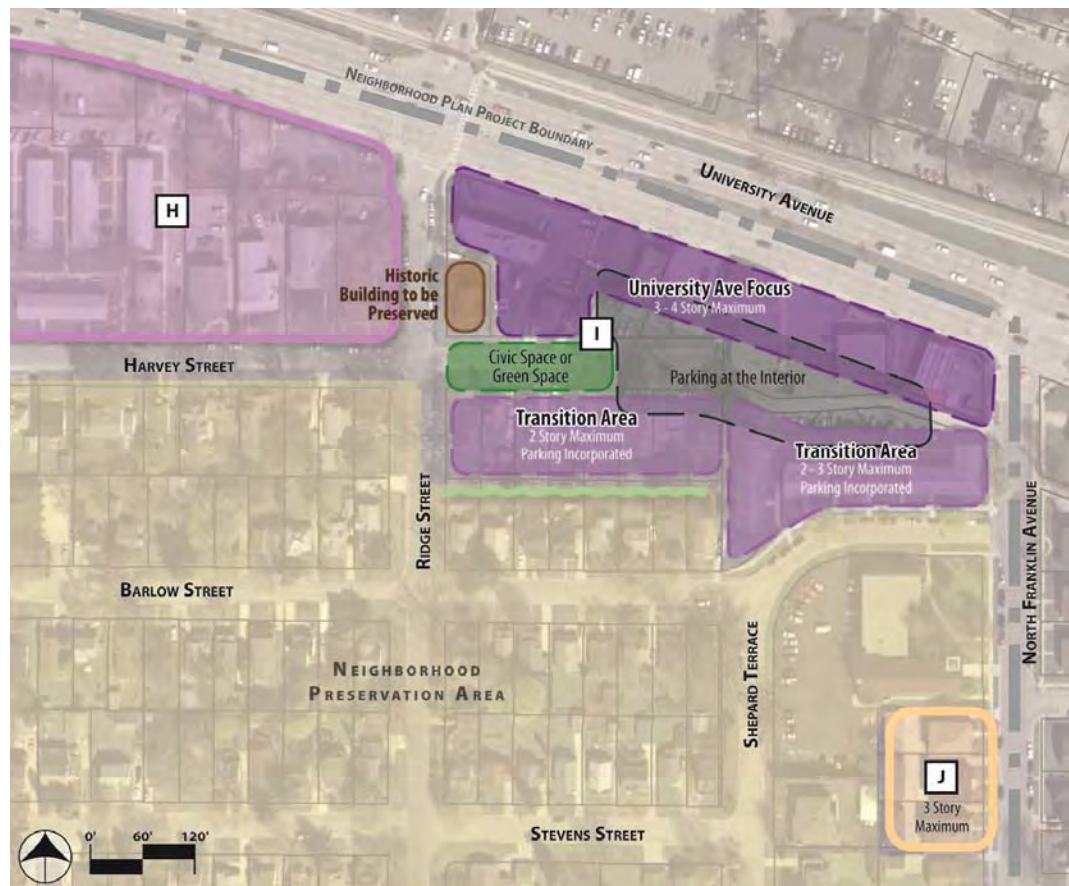
- ▶ Allow one story uses to remain, but long-term redevelopment project should include multiple floors.
- ▶ Minimum of two stories but not exceed four stories.
- ▶ Transition building height from University Avenue frontage with a two story maximum along adjoining single-family residential.

Specific Guidelines

- ▶ Discourage large scale surface parking for future redevelopment.
- ▶ Ingress/egress should be evaluated during the development process with the focus on minimizing impacts to the nearby neighborhood.
- ▶ Evaluate the stone house at the northeast corner of the Harvey Street and Ridge Street intersection for possible Landmark status and ensure that it is incorporated into future development of this site.



Figure 5.4: I Block Form Recommendations



J. North Franklin Residential Transition Area

The area along the western frontage of North Franklin contains several single-family homes and three-four unit buildings. Any future redevelopment should be compatible with the surrounding neighborhood.

Comprehensive Plan: Existing

- ▶ Low Density Residential (LDR).

Comprehensive Plan: Proposed

- ▶ Medium-High Density Residential.

Existing Zoning

- ▶ Traditional Residential - Urban District 1 (TR-U1).

Potential Zoning

- ▶ Traditional Residential - Varied District 1 (TR-V1).



Traditional neighborhood design with single-family structures oriented toward the street.



Recommended Land Uses

- ▶ Low density multi-family residential (LDR)

Heights

- ▶ Buildings should not exceed three stories.

Massing and Setbacks

- ▶ Maintain single-family character in Neighborhood Preservation Area.
- ▶ Maintain setbacks similar to adjacent existing single-family development.
- ▶ Encourage homes to have their primary entrance on North Franklin to ensure consistency along the street.

Parking

- ▶ Screen surface parking from the street and from neighboring uses by placement at the rear of the buildings or underground.

Specific Guidelines

- ▶ Support lot assembly immediately adjacent to North Franklin to allow flexibility in unit design.
- ▶ Limit multi-family buildings to between 160 and 175 feet in overall length and feature well articulated architectural treatment with a variety of facades, setbacks, and or step backs so as to fit into the overall neighborhood scale.
- ▶ Encourage underground parking when feasible.



Landscaping can provide adequate buffers between different land uses.



Quarry Park/Hoyt Park Central Focus Area



K. Palomino/Eugenia Medium Density Residential

This area is currently multi-family housing. Future development should encourage neighborhood scaled medium density residential that is compatible with the surrounding area.

Comprehensive Plan

- ▶ Medium Density Residential (MDR).

Existing Zoning

- ▶ Suburban Residential - Varied District 2 (SR-V2).

Potential Zoning

- ▶ Traditional Residential - Varied District 1 (TR-V1) or (TR-V2).

Recommended Land Uses

- ▶ Medium density residential (16-25 units per acre).
- ▶ Support low density small-scale multi-family buildings with four to eight units per building or other neighborhood-appropriate structures.



- ▶ Support reinvestment of existing buildings where feasible or replacement with small-scale neighborhood appropriate redevelopment.
- ▶ Discourage property assembly and combination and expansion into the Neighborhood Preservation Area.

Heights

- ▶ Two to three stories.

Massing and Setbacks

- ▶ Encourage setbacks similar to those of adjacent existing development.
- ▶ Require buildings to front onto adjoining streets with usable primary entrances along the street and secondary entrances to the parking behind the building.

Specific Guidelines

- ▶ Explore opportunities to reestablish the mid-block sidewalk connection located on the eastern edge of the property

L. Bluff/Stevens Medium Density Residential

This area is currently one of the few larger-scale multi-family housing complexes in the Hoyt Park Area. Future development should encourage neighborhood-scaled medium density residential that is compatible with the surrounding area with a goal of increasing the housing diversity while creating a walkable block pattern.

Comprehensive Plan

- ▶ Medium Density Residential (MDR).

Existing Zoning

- ▶ Suburban Residential - Varied District 2 (SR-V2).

Potential Zoning

- ▶ Suburban Residential - Varied District 2 (SR-V2).

Recommended Land Uses

- ▶ Medium density residential (16-25 units per acre).
- ▶ Support reinvestment of existing buildings where feasible or replacement with small-scale neighborhood appropriate redevelopment.
- ▶ Maintain single-family character in Neighborhood Preservation Area.



Multi-family building with mixed architectural styles.

Heights

- ▶ Two to three stories.



Massing and Setbacks

- ▶ Transition density and heights from center of site to adjoining Neighborhood Preservation Areas.
- ▶ Encourage setbacks similar to those of the existing Les Chateaux development and maintain the overall amount of green space on the site.
- ▶ Encourage buildings to front onto adjoining streets with usable primary entrances along the street and secondary entrances to the parking behind building.

Specific Guidelines

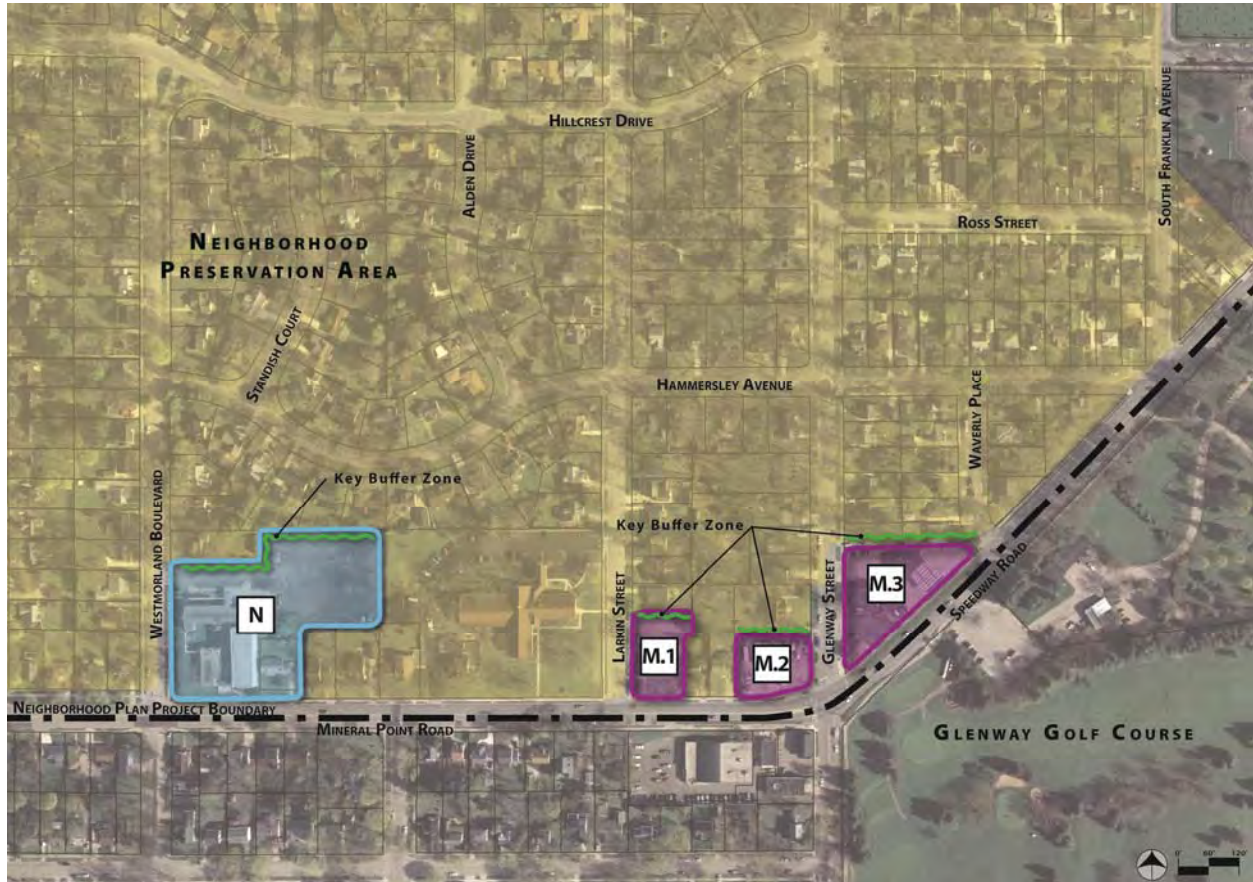
- ▶ Encourage maintenance of the mid-block walkway along the east edge of the Les Chateaux property to facilitate pedestrian connectivity in the area. Longer-term, explore opportunities to create an enhanced dedicated public pedestrian and bike connection (easement) between Bluff and Stevens that is buffered from adjacent homes and does not pass through the McKinley Street cul-du-sac.
- ▶ Explore opportunity to divide the parcel into smaller scale complexes through the establishment of a mid-block street connection.



Throughout the neighborhood are mid-block walkways which connect to parkland or to neighboring streets.



Mineral Point/Speedway Focus Area



M. Mineral Point/Speedway Neighborhood Commercial

The existing neighborhood commercial node at the intersection of Glenway Street and Mineral Point Road/Speedway Road is a key neighborhood destination and activity center. Long-term redevelopment and reinvestment within this area should focus on maintaining the walkable commercial character with buildings close to the street and parking screened from the surrounding properties. The properties in this area have a high level of interaction with the surrounding residential neighborhoods. Redevelopment proposals should be sensitive to local neighborhood form and character.

This district is also addressed in the City's Midvale Heights/Westmorland Joint Neighborhood Plan. Recommendations in this Plan shall supersede prior recommendations.

Comprehensive Plan

- ▶ Neighborhood Mixed-Use (NMU).

Existing Zoning

- ▶ Traditional Residential – Consistent District 1 (TR-C1).
- ▶ Traditional Residential – Varied District 1 (TR-V1).
- ▶ Planned Development District (PD).
- ▶ Neighborhood Mixed-Use District (NMU).



Potential Zoning

- ▶ Neighborhood Mixed-Use District (NMX).

Recommended Land Uses

- ▶ The neighborhood supports adaptive re-use of existing buildings in this area, for example the re-use of the Moore's Towing building as a small eatery.
- ▶ Neighborhood commercial, retail, professional services, and offices.
- ▶ First floor or upper floor residential uses.
- ▶ Maintain single-family residential scale along adjoining streets and property edges.

Heights

- ▶ One to three stories.

Specific Guidelines

- ▶ The adopted Westmorland Neighborhood Plan includes references and recommendations for several parcels north of Mineral Point Road and Speedway Road (M.2, M.3). The Westmorland Plan should be revised to reflect the recommendations herein.
- ▶ Consider opportunities to expand the commercial walking district or address existing screening/transition issues with the existing adjacent single-family homes as part of the long-term redevelopment of these sites.
- ▶ Focus commercial use and customer entrances on the M blocks to the Mineral Point/Speedway frontages.
- ▶ No parking lot placement directly on lot line with adjoining single-family residential.
- ▶ M.1:
 - Maintain single-family compatible scale.
 - Orient nonresidential uses towards Mineral Point Road.
 - Explore opportunities to use grade change to integrate height while transitioning to adjoining residential uses.
- ▶ Limit heights along north property line to two stories.
 - Encourage building placement closer to Mineral Point Road for commercial buildings; residential buildings may incorporate a larger setback.
- ▶ M.2:
 - Limit building height to two stories.
 - Encourage building placement closer to Mineral Point Road for commercial buildings.
 - Reinforce the corner of Glenway Street and Mineral Point Road with primary building entrances and strong architectural elements.



An example of a traditional commercial corner building with neighborhood retail on the street level.



► M.3:

- Enhance buffers with adjoining properties. Given depth of properties, solid fencing may be the best option to address current configuration. However, future redevelopment projects may present opportunities to expand or enhance these buffers.
- Explore opportunities to use grade change to integrate height while transitioning to adjoining residential uses.
- Limit heights along north property line to two stories. However, the overall height could be three stories, with a setback at the second story, along southern edge of building to take advantage of the grade change.
- Reinforce the corner of Glenway Street and Mineral Point Road with primary building entrances and strong architectural elements.
- Redevelopment should maintain clear vision on Speedway Road for cars/pedestrians at Glenway Street.

N. Mineral Point Road Institutional Campus

The existing institutional campus within this district have both the potential to remain as is or redevelop. The future redevelopment options for the Mount Olive portion of this district have been a significant topic of discussion. The neighborhood has generated and submitted a petition stating support for the current low density zoning on the site and opposition to building heights greater than 2 stories for the Mount Olive Property.

The goal for this area is to maintain a residential scaled institutional campus or redevelop as appropriately scaled infill residential.

Comprehensive Plan

- Low Density Residential (LDR).

Existing Zoning

- Traditional Residential – Consistent District 1 (TR-C1).

Potential Zoning

- Traditional Residential – Consistent District 4 (TR-C4).

Recommended Land Use

- Support the following land use types:
 - Special Institution.
 - Place of assembly and worship.
 - Schools.
 - Community Center.



A pocket neighborhood design of 2 to 3-bedroom cottages arranged around shared greenspace is a potential use of interest to residents. Danielson Grove Neighborhood, photo by Ross Chapin Architects, developed by the Cottage Company/Seattle, WA.



- Day care center.
- Residential uses such as single-family homes of a scale comparable to surrounding homes and duplexes.
- Pocket Neighborhood format (a grouping of smaller residences, often around a central courtyard, to promote a compact, close knit residential development) is possible with further neighborhood discussions.
- Townhouses and small apartment buildings.
- Office uses in the existing building or neighborhood scale multifamily residential.
- Prohibit expansion of this district into adjacent Neighborhood Preservation Area.

Heights

- ▶ One to two stories.

Massing and Setbacks

- ▶ Limit building mass and scale to neighborhood character.
- ▶ Buffer multi-family uses or surface parking from adjoining residential.
- ▶ Transition scale from edges of adjoining streets and single-family homes.
- ▶ Maintain a minimum 35-foot building setback from adjoining single-family lots to the north of the district for institutional uses.
- ▶ Encourage underground parking to reduce scale of the redevelopment, reduce area dedicated to surface parking, and increase open space opportunities.

Specific Guidelines

- ▶ Require a traffic impact assessment for any new use other than a church or single-family residential development.
- ▶ Residential alternatives for this site include consideration of a wider range of housing types, which might include densities into the medium-density range (16-25 units per acre), at least on some portions of the site.



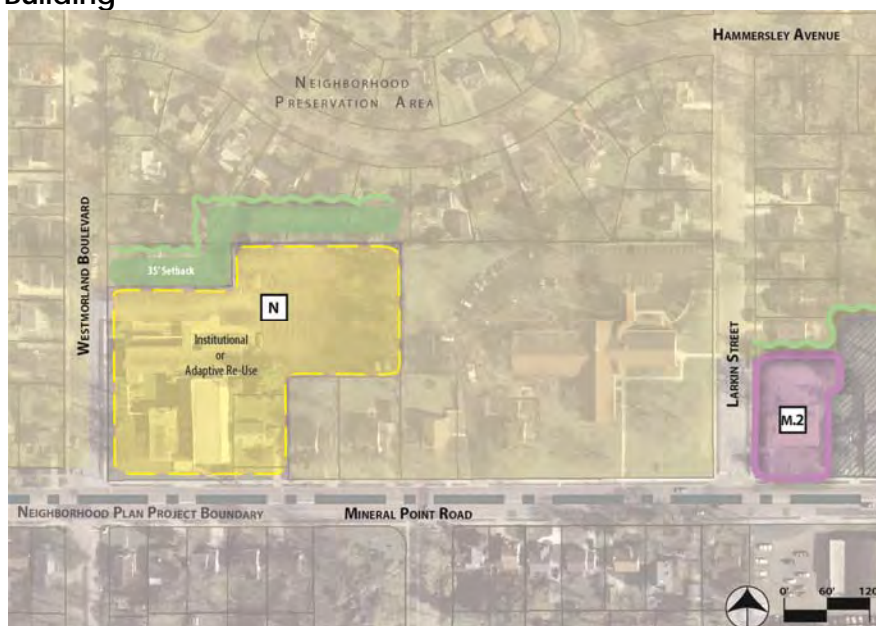
Any new infill residential development should be comparable to surrounding residential uses.



Figure 5.5: N Block Form Recommendation Alternative 1: New Neighborhood-Scale Development



Figure 5.6: N Block Form Recommendation Alternative 2: Adaptive Reuse of Existing Building



6 ► SINGLE-FAMILY CHARACTER

Vision

Support reinvestment in homes that maintains property values and the unique character of the neighborhood while allowing appropriate modernization, upgrades, and individuality.

Introduction and Purpose

The Hoyt Park Area neighborhoods have unique and cohesive identities that have attracted residents to them for many decades. In fact, many members of the original families are still living in the neighborhood, with some still in the same house! Although most homes have been adapted over time to meet contemporary needs, the basic essence of what made the neighborhoods appealing remains intact.

The purpose of these guidelines is to help residents maintain, design, and construct improvements to their property that not only improve the livability of their homes but also help to protect and strengthen the unique characteristics of their block and the neighborhood as a whole. This Chapter describes physical features and characteristics that residents believe best enhance the social functions of the Hoyt Park Area neighborhoods. The Chapter includes design guidelines that address various aspects of a property's landscaping and relationship to the street, a home's relationship to its neighbors, and basic aspects of the design of the home and any planned additions or replacements.

Applicability

In the case of complete demolition and replacement and conditional uses, applicants shall work with City Staff to ensure compliance with this Chapter.

For all other construction activities, including additions that meet City regulations, this Chapter is strictly advisory.

Existing Neighborhood Character

Without question, Hoyt Park's primary asset is its residents, businesses, and institutions. Whether they are long time residents, business owners, churches, new renters, or folks in between, everyone is welcomed. A true spirit of community is very much alive and well here and is the characteristic of the Area that residents are most proud of. The Area also has several outstanding natural and developed features that, together, provide an unequalled setting in the City of Madison.

Character

The Hoyt Park Area is a "neighborhood in the forest." Its heavily wooded, namesake park rises high in the center with the forest cascading onto the properties below. Although not universal throughout the entire neighborhood, it is typical of many areas to have:

Mature trees line the streets and are sprinkled in between the homes and help buffer the homes from the adjoining apartments and commercial businesses. The streets and lots follow the undulating contours of the neighborhood. Some streets have curbs, gutters and sidewalks, while others don't; however, the street widths and extensive on-street parking help maintain safe speeds throughout the neighborhood. Modest, well-maintained homes sit comfortably on spacious lots. Most are one or one and half stories with classic designs that are oriented to and highly visible from the street. Open front yards have uniform depths across a block and feature simple mature landscaping. Back yards have generous depths with landscaping that provides high levels of privacy.



Defining Residential Features

The following is a list of specific features that are commonly found throughout Hoyt Park Area that significantly contribute to the character, identity and livability of the neighborhoods. While each block is unique in its own way, the characteristics of the Sunset Hills neighborhood stand out more than the others with its prized collection of mid-century modern homes and site features. Accordingly, a unique list of typical features in that neighborhood is included at the end of the section.

Sunset Village

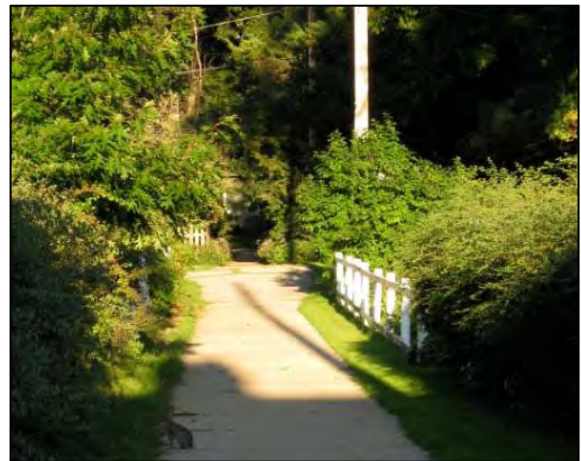
McKenna's, Inc. started selling homes in Sunset Village in July 1938. Sunset Village was one of the first subdivisions to offer the prospective homeowner the option to choose floor plans, materials, and finishes for their new home rather than the common practice of speculators constructing homes for sale. Recent changes in the Federal Housing Administration loan practices in the 1930s made it possible for owners to acquire a long-term mortgage, opening up the affordability to those to design, build and own their homes.

Modest homes

The housing site was located in the Town of Madison. McKenna's, Inc., developers of the subdivision, attribute its rapid development to reasonable price of home sites. The road network was planned to follow the natural contours of the land. Uniformity of architecture was reviewed by an architectural design committee which approved all plans for homes so they were harmonious with the surrounding architecture. Construction occurred in eight phases: starting at Mineral Point Road moving north toward University Avenue.

Public Spaces/Streets

- ▶ A park within easy walking distance from every home.
- ▶ Wooded parks that contain both natural areas and recreational amenities.
- ▶ Tree-lined streets.
- ▶ Full curb, gutter, and sidewalk street cross sections on the west side with an incomplete sidewalk system and lack of curbs and gutters in the central area and east end.
- ▶ Typical 30' paving widths with heavily used on-street parking.



Sunset Village neighborhood has several mid-block pathways.



Block and Lot Layouts

- ▶ Generally uniform lot sizes and dimensions on each block.
- ▶ Predominantly flat lots but some with significant slopes and natural stone retaining walls.
- ▶ Predominantly open front yards with few perimeter hedges or fencing.
- ▶ Mature street trees and front yard landscaping.
- ▶ Simple foundation landscaping.
- ▶ Walkways that connect front doors to either the driveway or the sidewalk/street.
- ▶ Predominantly single car width driveways separated from driveways on adjoining lots.
- ▶ Generally narrow and fully landscaped side yards.
- ▶ Spacious rear yards screened with extensive landscaping.



Fully landscaped with native plantings.

Houses

Location

- ▶ Modest homes sitting comfortably on well-proportioned lots.
- ▶ Uniformly set back from street.
- ▶ Houses highly visible from the street.
- ▶ Houses at or near side setbacks creating regular spacing and rhythm.

Design

There are two typical residential types commonly found in the area – the cottage and the ranch. There are many variations on these two types, but typically the cottage and the ranch types have rectangular footprints with small projections. Larger additions are placed to the rear, or the side, but rarely in the front. More specific features of each type are as follows:



Example of cottage architecture.



Cottage Design

- ▶ Front doors centered on front facades.
- ▶ One and one half stories with some full two story variations.
- ▶ Significant use of dormers on front elevations to create larger second floor space.
- ▶ Predominant use of double hung windows.
- ▶ Symmetrical main mass with horizontal orientation.
- ▶ First floor elevations located just above the front grade with low front stoops.
- ▶ Predominantly gabled roofs with some front/cross gable variations.
- ▶ Significant use of clapboard siding with some brick or stone variations.
- ▶ Detached single car garages typically facing the street located to the side of the main mass and sometimes attached by a breezeway.

*Example of cottage architecture.**Ranch Design*

- ▶ Front doors prominently placed on front facades with asymmetrical location.
- ▶ One story with some full two story variations.
- ▶ Large picture window on front elevation.
- ▶ Smaller bedroom windows.
- ▶ Non-symmetrical/balanced main mass with horizontal orientation.
- ▶ First floor elevations located just above the front grade with low stoops.
- ▶ Predominantly hipped roofs with some low pitched gable variations.
- ▶ Multiple materials on front facade including combinations of siding, brick and stone.
- ▶ Attached single car garage integrated into the front facade located to the side or under the main mass.

*Examples of ranch-style architecture.*

Sunset Hills

The Sunset Hills neighborhood contains an outstanding collection of mid-century modern architecture. The original subdivision covenants required architect-designed homes and the use of high quality exterior materials. Unique features of this neighborhood include:

Location

- ▶ Front yards with mature trees and either minimal planting areas or organic, heavily landscaped areas that partially obstruct views of the home from the street.
- ▶ Irregular rhythms along a block where each home tends to take on a unique identity separate from its neighbors.
- ▶ Larger separations between homes.
- ▶ Varying placements of homes on the lot relative to the street.

Design

- ▶ Asymmetrical/balanced front facades.
- ▶ Wide range of single story, split level and two story forms.
- ▶ Understated or concealed front entries.
- ▶ Rectangular footprints with horizontal and/or angular orientation.
- ▶ Front facades with varying window sizes at varying levels.
- ▶ Soaring windows often follow roof shape/form.
- ▶ Flat, shed and/or low-pitched roofs with large overhangs.
- ▶ Use of multiple natural earth toned materials.
- ▶ Garage or carport that is fully integrated into the front facade design.



Examples of mid-century modern architecture.



Experimental Housing

At the end of World War II the nation experienced an immense housing shortage. The Lustron Corporation was formed to create low-cost but high quality housing using the mass production methods that had made the automobile so successful. Each Lustron home was composed of about 3000 parts that could be put on one semi-trailer truck and shipped anywhere in the country. Lustron houses were modern in design, with many built-in amenities, an efficient use of space and storage areas and almost maintenance free steel panels for both interior and exterior walls and even a steel roof.

Over two dozen families in Madison decided to purchase Lustron houses, many of which are in the Hoyt Park Area. Although dates are uncertain, most of the Lustron houses built here were likely built in 1949. Despite having received over 20,000 orders, the corporation went broke in June of 1950, after producing only 2,498 houses. Despite its brief story, however, the Lustron house is of great historical interest. It represents a unique period of American life and the gumption of a typical American entrepreneur to use new manufacturing methods and materials to both make money and serve the country at the same time.

Other experimental housing styles in the Hoyt Park Area include an earth home and Contemporary homes in Plymouth Circle area that were built with the natural topography.

Goals and Objectives for Renovations, Additions, and New Homes

Whether it be a cosmetic improvement, new addition, complete replacement of an existing home, or simply new landscaping, investment, and enhancements of homes and property are welcomed and essential for community vitality. Further, the residents of Hoyt Park Area cherish the diversity of home styles and the uniqueness that each home adds to the neighborhoods. The goal of the Residential Design Guidelines, then, is to encourage the design of improvements that will both improve the function of an individual home as well as meet the following larger objectives to strengthen neighborhood character through:

- ▶ Streetscapes that create an inviting environment for walking and pedestrians.
- ▶ Well-landscaped lots with mature trees.
- ▶ Front yards, walkways, and driveways that are visually connected to the street and welcoming to pedestrians.
- ▶ Homes that appear “grounded” and integrated with their natural site features.
- ▶ Modified and newly built homes that maintain a relationship to the street similar to their neighbors.
- ▶ Homes that are compatible in size and proportion to that of their neighbors.
- ▶ Homes with a design character that fits comfortably with others on the same block.
- ▶ Homes with well-proportioned masses and facades.
- ▶ Homes with authentic architectural styles.
- ▶ Well-crafted and quality constructed homes.



Residential Design Guidelines

The following are guidelines to be considered when preparing designs for the various components of a proposed improvement project. These guidelines are constructed to encourage distinctive designs rather than a cookie-cutter appearance of homes. Accordingly, no specific architectural style is referenced or preferred and several styles can be easily accommodated under these guidelines. Further, each of these guidelines must be viewed in the context of the specific site and its surroundings as well as the general goals and objectives outlined in the previous section. As a result, there may be instances where complete compliance with all of these may not be possible or even preferable.

Lot Splits and Combinations

On any particular block, there is generally a high level of consistency of lot sizes and dimensions, and there are very few vacant lots remaining in the neighborhood. In the event adjoining lots are acquired and redeveloped as a single lot, the following should be considered:

- ▶ Locate one side of the home at or near one of the side setbacks rather than centering the home in the middle of the two lots and creating uncharacteristically large setbacks on both sides.
- ▶ If the width of the home extends across the two lots from one side setback line to the other, provide some form of a natural break in the front elevation to avoid the appearance of an excessively long front facade. One way to accomplish this is to use a projection or significant step back for one side of the house. This not only breaks up the front elevation but also helps to break up an otherwise excessively large roof area as well.

Most lots are not large enough to be split into two or more lots and still meet the minimum lot area requirements of the City zoning code. For those that could be subdivided, the following should be considered:

- ▶ Create new lots with widths and depths that are similar to others along the same block.
- ▶ Create lots that allow for the preservation of mature trees when the new lots are developed (e.g., trees that would be in the required setbacks of the new lots).



- *Obvious, but understated front entry*
- *Change in siding at second floor level*
- *Side projecting garage flush with front facade*



- *Homes aligned at front setback*
- *First floors just above front grade*
- *Use of dormers and end gable for second floor*
- *Rectangular footprints and simple facade design*



Front Yards

Open front yards with mature trees and landscaping are ubiquitous in the Hoyt Park Area and one of the strongest defining characteristics. Front yard landscaping, screening, and paving projects should take the following into consideration:

- ▶ Maintain existing slopes to the extent possible.
- ▶ Preserve mature trees wherever possible, except for disease or infestation-prone species such as ash trees.
- ▶ In the event a tree that is part of a continuous street canopy is removed (whether in the right-of-way or on private property), provide a replacement in a location and with a species consistent with best practices for tree planting in the neighborhoods.
- ▶ Avoid tall perimeter landscaping along the front property line that completely screens the view of the home from the sidewalk/street.
- ▶ Avoid fencing anywhere in front of the house. If fencing is deemed necessary:
 - Use underground electronic pet containment systems instead of fencing where possible.
 - Use two-sided, decorative fencing such as wood pickets or wrought iron.
 - Maintain a minimum of 50 percent transparency through the fence. Avoid solid fencing or screen walls altogether.
 - Use chain link fences only in rear yards and choose green or black and screen with landscaping.
 - Limit the height to four feet or less.
- ▶ Use natural stone finishes for retaining walls. Use materials similar or identical to neighbors where walls adjoin.
- ▶ Where retaining walls would be higher than five feet, step the upper portion back three or more feet to create a planting area on top of the lower wall.
- ▶ Slope walls back rather than having completely vertical faces.
- ▶ Limit the width of driveways to 20 feet or less.
- ▶ Other than driveways, limit paving in the front yard to only walkways, small patios, and small areas at the front door.



- *Garage at street level*
- *Natural stone exterior building material*
- *Stepped, natural stone retaining wall*
- *Heavily landscaped yet open front yard*
- *Subtle projecting front entry*



- *Highly compatible newer home*
- *Two stories with strong horizontal emphasis*
- *Open front yard with preserved mature trees*
- *Garage integrated with main part of the home*
- *Simple block design with subtle bay window projection*



Houses

Another very strong characteristic of the Hoyt Park Area is modest homes that sit comfortably on the lots. For significant renovations, additions, or full home replacements, the following should be considered for the applicable components of the project.

Orientation

- ▶ Position the house at or near the front setback line and in line with adjoining homes.
- ▶ Position one side of the house at or near the side setback line.
- ▶ Use building footprints with simple, rectangular geometry.
- ▶ Position the first floor elevation at or just above the front grade. Avoid the appearance of elevating the house on a pedestal.
- ▶ Avoid excessive shadowing/disruption of solar access on neighboring properties.

Building Articulation and Fenestration

- ▶ Locate and design additions as subservient and logical extensions of the existing home. Avoid additions that dominate or significantly contrast with the appearance of the main portion of the home.
- ▶ For additions, use exterior materials that are either identical to those on the existing home or are highly compatible with those and the architectural style.
- ▶ Use simple geometry for front facades that appear to have only one or two main sections. Avoid excessive recesses, projections or changes in materials that appear to break the front facade into several pieces.
- ▶ Locate and size window and door openings in proportion and scale with the front wall area. Avoid window or doors that individually or together dominate the front elevation.
- ▶ Proportion the front facade and roof line to have a horizontal emphasis. Avoid features with strong vertical orientations.
- ▶ Reduce the appearance of mass potentially associated with second floors by using any of the following:
 - End gable designs.
 - Dormers.
 - Second floor setbacks.



- *1st and 2nd floor eaves aligned between neighbors*
- *Stepped back, side-projecting porch/deck*
- *Garages incorporated into primary structure*
- *Replacement street tree at front property line*

Sunset Hills



- *Open carport as integral part of facade*
- *Concealed front entry*
- *Minimal opening in front facade*
- *Low-sloped roof with large overhangs*
- *Strong horizontal emphasis*



- Change in siding materials for the second floor level.
- ▶ Use roof styles and slopes that are appropriate to the overall architectural style of the house.
- ▶ Avoid roof shapes, sizes, and materials that would dominate the front elevation.
- ▶ Maintain eave line heights that are within a foot or two of homes along the block (typically +/-8 feet).
- ▶ Locate front doors on the front facade facing the street.
- ▶ Size front entries in scale with the rest of the front facade. Avoid entry designs that dominate the front elevation.

Garages

- ▶ Position garage doors flush with or behind the primary front facade.
- ▶ If an attached garage must extend in front of the house, use a side loaded design.
- ▶ Limit front facing garages to two cars. If more room is needed, use step backs for additional garage bays.
- ▶ Locate detached garages behind the front facade of the house.

Sunset Hills Neighborhood and Modern Homes

Although many of the above guidelines are applicable to the Sunset Hills neighborhood and other homes with Modern designs located elsewhere in Hoyt Park, the slightly larger lot sizes, iconic designs, and organic landscaping design set these apart and necessitate unique design considerations. The eclectic nature of Modern design makes it difficult to craft guidelines that would apply to every home in this style; however, the following are generally applicable to many of the Modern homes found in Sunset Hills and elsewhere in Hoyt Park:

- ▶ Additions should keep original exterior materials in place and intact to the extent possible.
- ▶ Additions should be subservient to and blend with the original home, while also subtly differentiating themselves.
- ▶ Position the home on the property and use landscaping to create an individual identity for the home and an irregular rhythm along the block.
- ▶ Utilize rectangular footprints and building components/projections.
- ▶ Houses may have multiple levels but all should maintain a horizontal emphasis of the front facade.
- ▶ Use non-symmetrical front facades with minimal detailing and minimal number of features.
- ▶ Use understated or concealed front entries.
- ▶ Use flat, shed and/or low-sloped roofs with large overhangs.
- ▶ Use wood, stone and/or brick for siding in natural or dark earth tone colors.
- ▶ Fully incorporate carports or garages into the overall front facade design.

Sunset Hills



- *Heavily landscaped front yard*
- *Organic landscape design*
- *Rectangular footprint and projections*
- *Strong horizontal emphasis*
- *Dark earth tone colors*



7 ► BIKE AND PEDESTRIAN FACILITIES

Madison is one of the most bike-friendly cities in Wisconsin, but there is always room for improvement. The City's Platinum Bicycling Committee Report has a stated goal to "Make bicycling an integral part of daily life in Madison, thereby making Madison a model for health promotion, environmental sustainability, and quality of life" and the Hoyt Park Area can help advance this goal on several fronts.

While it is located in the heart of the City, the Hoyt Park Area has few dedicated bike and pedestrian amenities. The purpose of this Chapter is to describe Hoyt Park Area's future bike and pedestrian system in response to neighborhood and City demands to ensure safe and efficient movement in the community.



Improved bike and pedestrian system is important to area residents.

Vision

Improve connectivity by expanding the bike and pedestrian network within and through the neighborhood to offer safe and enjoyable alternatives to driving to nearby destinations, foster community interaction, wellness, and safety.

Policies

1. Encourage biking and walking to area destinations to promote safe and desirable alternative modes of transportation.
2. Maintain and expand safe and convenient bike and pedestrian connections between parks and neighborhoods.
3. Encourage a vibrant mix of uses in the neighborhood including businesses and a variety of housing to support a built environment that supports bicycling and walking as transportation options.
4. Require new developments to incorporate bike and pedestrian facilities into their projects.
5. Consider impacts and opportunities for bicyclist when constructing traffic calming facilities.
6. Implement bicycling opportunities contained in the April 8, 2008 Final Report of the Mayor's Platinum Bicycling Committee Report as they relate to the planning area.
7. Improve connectivity between neighborhoods, and between neighborhoods and amenities such as shopping, employment areas, schools, and parks, particularly through an integrated system of bike and pedestrian ways.
8. Expand the pedestrian pathway network throughout the Hoyt Park Area linking key destinations as illustrated in Map 7.1.
9. Expand bicycle routes and connections throughout the Hoyt Park Area as illustrated in Map 7.2.



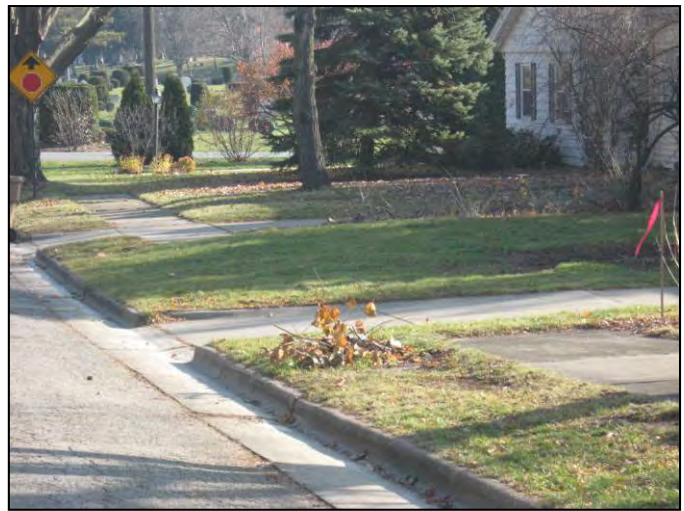
Recommendations

Pedestrian Pathways

- ▶ Traditionally, the City of Madison has required the installation of sidewalks for the safe movement of pedestrians. In the case of the Hoyt neighborhoods, a portion of the neighborhood does not have an existing sidewalk network due to the fact that construction of homes and street system occurred while it was part of a rural township.
- ▶ Sidewalk repair and installation usually occurs at the time of major street reconstruction, during the scheduled 10-year sidewalk inspection cycle, or if a safety concern is raised by the district alderperson or neighborhood. No major street reconstruction is programmed in the planning area. Existing sidewalks were inspected in District 5 in 2012 and are scheduled to be inspected in District 11 in 2014.
- ▶ Although the public right-of-way exists to install curb, gutter and sidewalks, property owners are concerned that the installation of sidewalks is costly and will result in the loss of mature trees, front yard gardens and lawns, and the rural-type ambience of the existing streets.
- ▶ The neighborhood desires safer pedestrian movement on specific street segments within the neighborhood by using other alternatives which are sensitive to the existing environment. Map 7.3 depicts the existing sidewalk network within the neighborhood. Map 7.1 depicts high priority improvements to pedestrian and bicycle movement by using other alternatives that allow exceptions to the existing city sidewalk standards.

The key locations for improvements for safer movement of pedestrians include:

- ▶ 2900-3300 blocks of Harvey Street (between Ridge Street and N Blackhawk Avenue)
- ▶ 400-700 blocks of Ridge Street (between Bluff Street and University Avenue)
- ▶ 10 - 200 blocks of S Franklin Avenue (between Speedway and Regent Street)
- ▶ 4300 block of Hillcrest Drive (between S Midvale and S Owen Drive)
- ▶ Gravel access road through Quarry Park
- ▶ 2800- 3300 blocks of Stevens Street
- ▶ Solutions are to improve pedestrian safety is highly desired; however, residents in the area would like to



Missing sidewalk segments should be installed to improve safe pedestrian movement.

explore creative solutions. Removal of on-street parking to allow pedestrian pathways adjacent to the existing street terrace, installation of rain gardens to capture street runoff, sensitively placed pathways for low impact to street tree root system, or changing traffic pattern (e.g. one way on Ridge Street) may be discussed. Working with adjacent property owners and neighborhood associations on future pedestrian pathways and stormwater runoff measures is a high priority. See Graphics 7.4a-7.4b for possible alternatives that should be discussed at the time improvements are proposed to the roadway.



Bike Routes

Bicyclists within the Area have access to a wide range of routes along low traffic volume streets; however, the incomplete street grid and grade impacts effectively limit opportunities to move through the Area by bike, particularly north-south travel. Conceptual bicycle routes and connections are noted on Map 7.2.

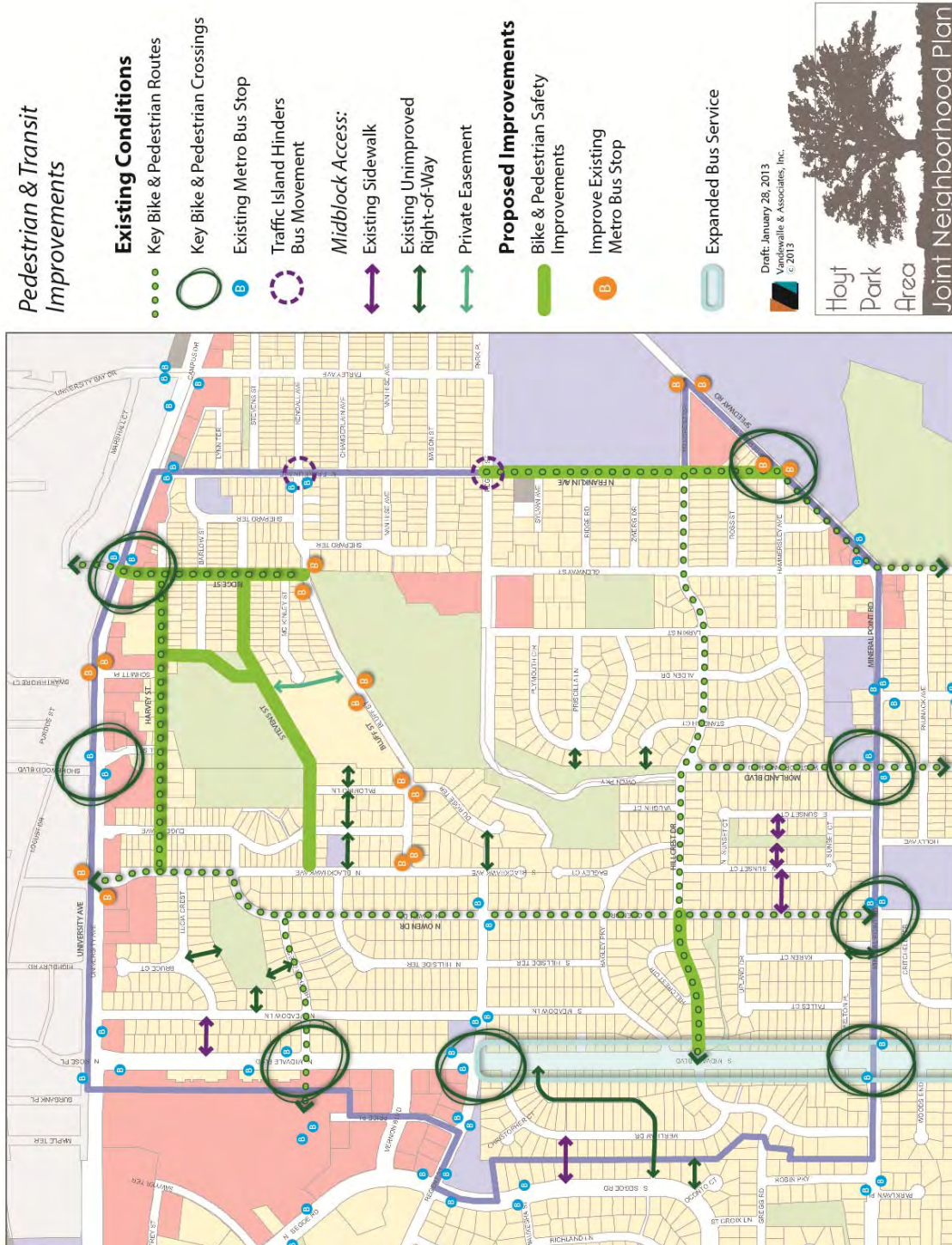
- ▶ On-street Routes: Implement on-street bicycle routes through signage, on-street bike lanes, and a bike boulevard. Improving bike transit west of the Kendall Avenue Bike Boulevard requires further study; multiple options and routes should be evaluated, including the use of Bluff Street. See Graphic 7.4a.
- ▶ Add bicycle facilities on Midvale Boulevard and Mineral Point Road.
- ▶ Off-Street Bike Paths: Explore opportunities for off-street connections within the parks and open space areas of the Area.
- ▶ Key Bike and Pedestrian Crossings: Consider safety improvements at main intersections over the long-term. For example, at the Glenway/Speedway/Mineral Point intersection cars going northbound in the right hand lane on Glenway Street turn east onto Speedway, creating a conflict with bicyclists proceeding north on Glenway Street across the intersection.

Street Reconstruction

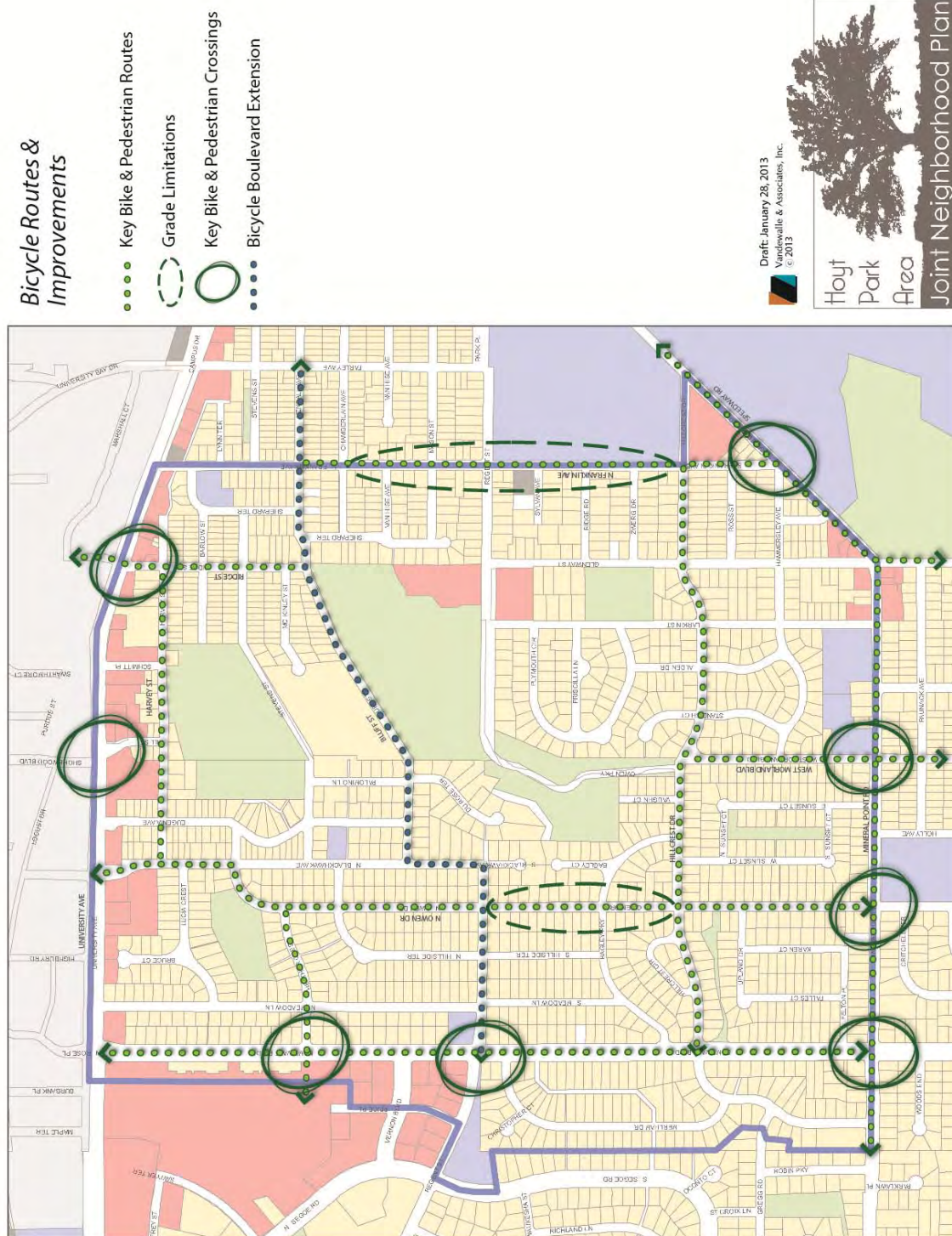
Some of the bike and pedestrian improvements identified in this Chapter will require street reconstruction. Figures 7.4a-b illustrate conceptual cross sections for the reconstruction of Bluff Street and South Franklin Avenue that incorporates bike and pedestrian facilities.



Map 7.1: Pedestrian and Transit Improvements



Map 7.2: Bicycle Routes and Improvements



Map 7.3: Existing Sidewalks (Sidewalk database in process of being updated)

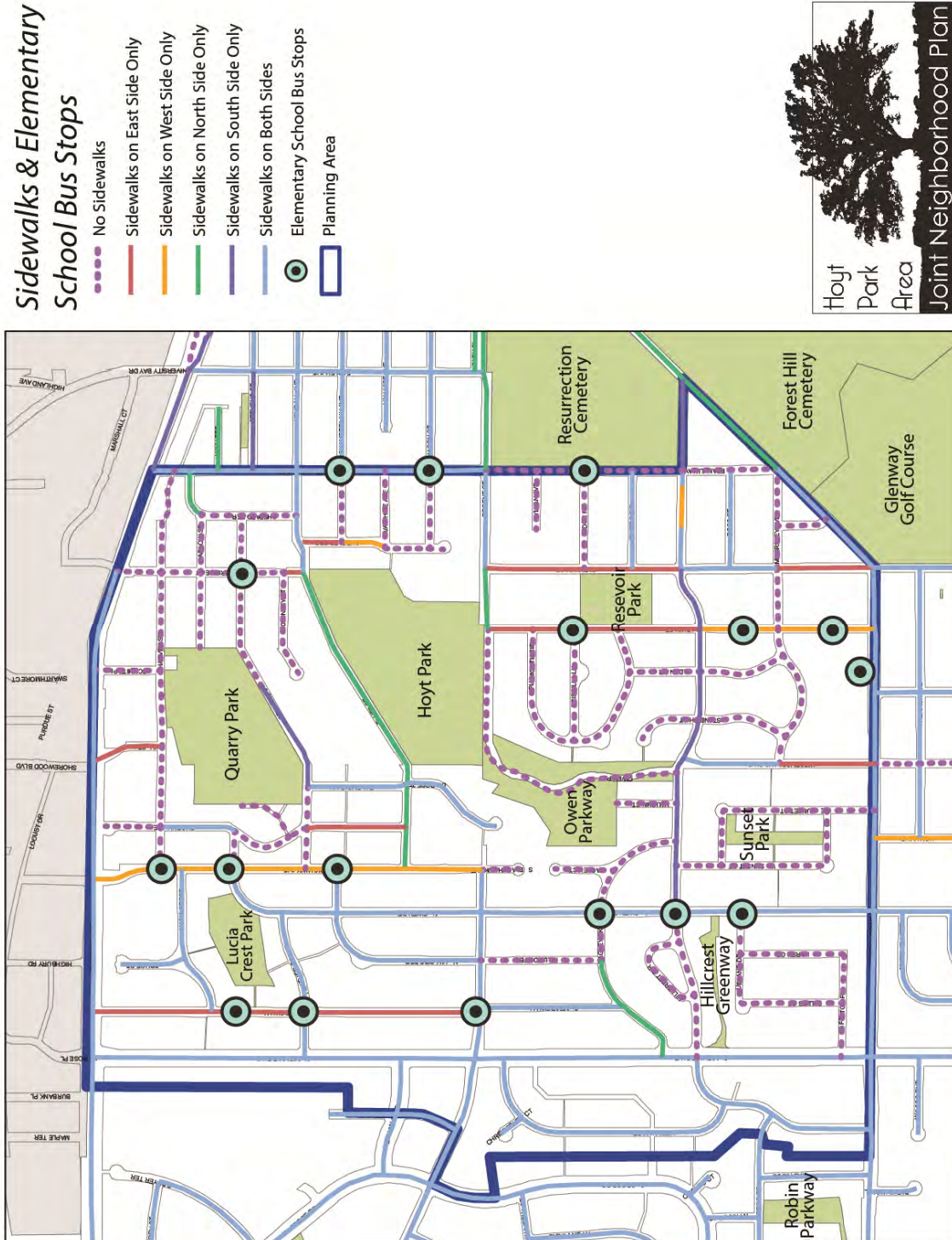
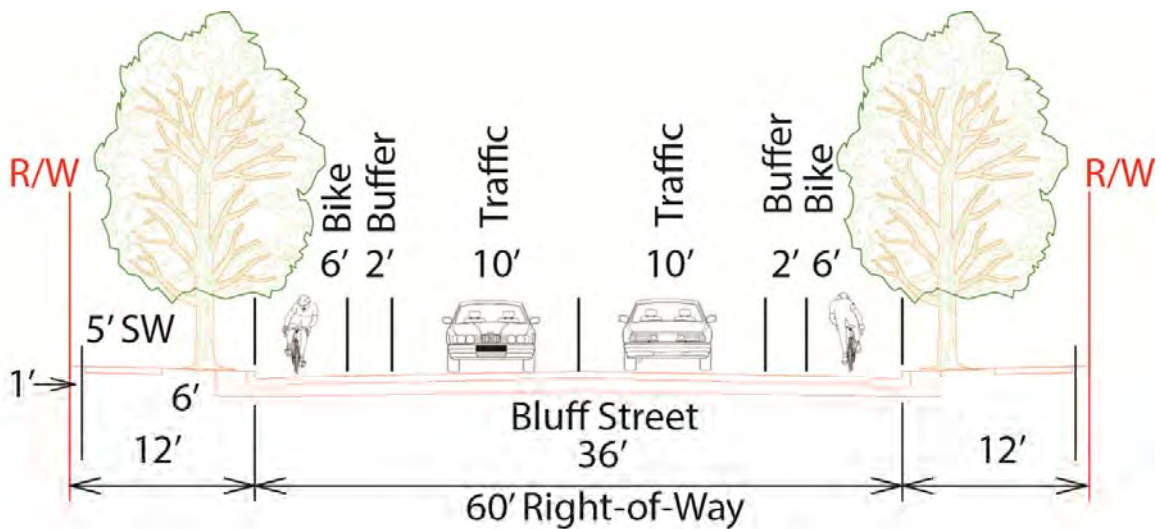


Figure 7.4a: Conceptual Street Improvement Cross Sections-Bluff Street (Further discussion, studies, and routes need to be explored)

Alternative A



Alternative B



Bluff Street Bike Boulevard



8 ► PARKS AND OPEN SPACE

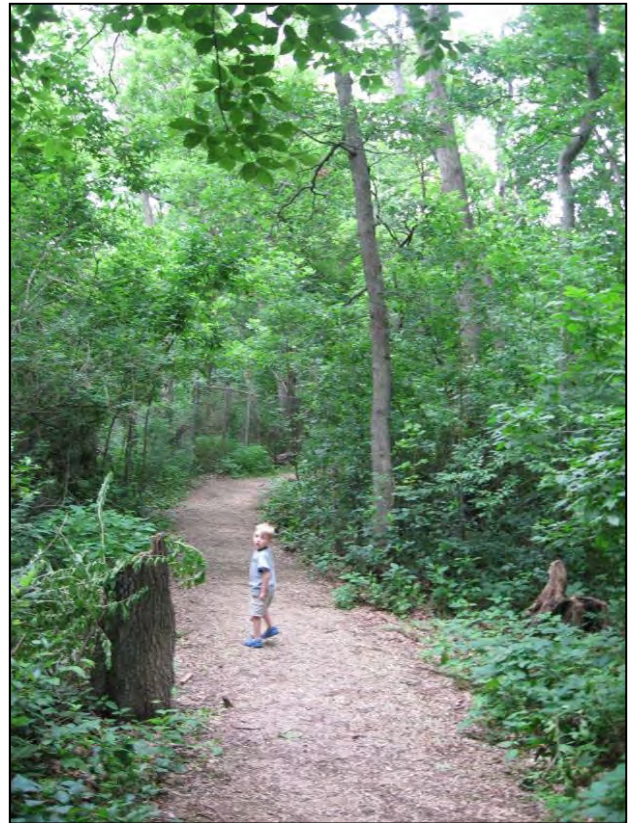
The Hoyt Park Area is fortunate to have some of Madison's best parks. Since there is always room for improvement, this chapter identifies policies and recommendations for maintaining and enhancing parks and open space in the study area. The City's 2012-2017 Park and Open Space Plan provides a comprehensive evaluation and recommendations related to parks and public green spaces, and should be referred to as the guide for future park system recommendations.

Vision

Maintain and balance stewardship of the neighborhood's wealth of parks and open spaces so they continue to be community gathering places, welcome migrating birds and other wildlife inhabiting the forest canopy, and encourage a sense of place.

Policies

1. Continue to maintain and upgrade existing parks and recreational facilities for the safety and convenience of the age groups that use them.
2. Work to keep undeveloped portions of parks "natural" and free of invasive species.
3. Work to preserve, replace, and maintain a range of tree sizes and species and maturity within the parks & open spaces.
4. Work to preserve, replace, and maintain street trees.
5. Expand the desirable habitat for migrating birds and other wildlife inhabiting the forest canopy.
6. Explore options for a new community garden in existing parks.
7. Encourage volunteer participation and resident stewardship in maintaining existing and future park improvements, such as the Friends of Hoyt Park.
8. Continue to implement the Hoyt Park Master Plan to preserve this historic treasure while bringing the park to current design standards, uses and maintenance requirements.
9. Develop a master plan for the preservation and enhancement of Quarry Park.
10. Work with property owners adjacent to the parks and open space areas to maintain a dialog regarding the concerns over park use, impacts, and programs.
11. Any proposed lighting around the parks should be respectful of woodland environment and park hours.



Create active and passive recreational activities for all ages.



Recommendations

Implement Hoyt Park Improvements

Hoyt Park is a shared green space for all of the abutting neighborhoods in the planning study area. The Friends of Hoyt Park, a volunteer organization whose purpose is to work toward preserving, maintaining, and improving the park, relies on cooperation of the abutting neighborhood associations to further their preservation of the parkland.

The City has an adopted Master Plan for Hoyt Park. The City should consider the following improvements as part of the Hoyt Park Master Plan:

- ▶ Improve signage and entry features along Regent Street and Bluff Street.
- ▶ Minimize cut through traffic on Owen Parkway.
- ▶ Implement Master Plan recommendations.
- ▶ Work to reduce and eliminate invasive species.
- ▶ Improve the trail at the north side of the open area and connect it to the rain garden north of Hoyt School.
- ▶ Implement stormwater management techniques to increase infiltration and treatment of water generated from Park facilities and Owen Parkway, including monitoring stormwater in the parking area at the north corner of the Hoyt Park overlook adjacent to the top of the stone steps.
- ▶ Install pedestrian wayfinding signs connecting the parks in the Area.

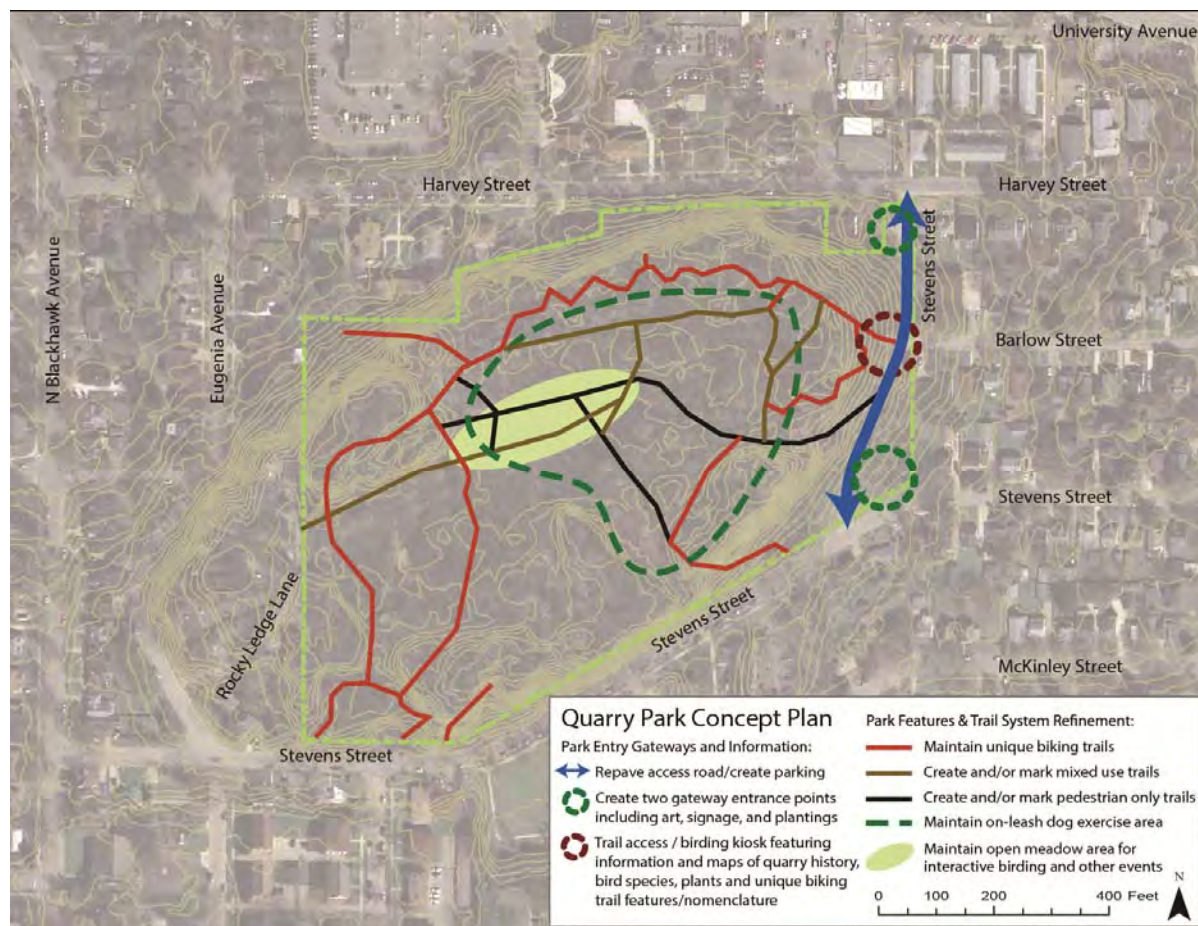


Implement Quarry Park Improvements

The City should consider the following improvements to Quarry Park, illustrated in Figure 8.1.

- ▶ Work with the Parks Division to establish a Friends of Quarry Park. Identify activities and projects for volunteers, including possible fundraising for future park improvements.
- ▶ Improve park entrances and signage, including an entrance on Stevens Street which facilitates a loop walk between Hoyt and Quarry Parks that uses Palomino Lane and the walkway on the east side of the apartment complex in Focus Area L in Chapter 5. Clear overgrown growth and pursue the installation of public art in coordination with the Parks Division.
- ▶ Pave the access road between Harvey and Stevens Street with a possible small on-street parking area for vehicles.
- ▶ Place an informational kiosk at the trailhead off the access road. Post no dumping signs to discourage yard waste/brush dumping. Provide information on the history, bird species, plants and unique biking and walking trails with assistance from the neighborhood association or Friends of Quarry Park.
- ▶ Work with the Parks Division to develop a master plan for Quarry Park that includes a system of pedestrian and mountain bike trails. The mountain bike trails would be unique feature to promote in this park.
- ▶ Reestablish the open meadow area for bird fly over, interactive birding, and prairie.
- ▶ Install pedestrian wayfinding signs connecting the parks in the Area.



Figure 8.1: Quarry Park Concept Plan

An adopted Quarry Park Master Plan would identify multiple recreational uses for the parkland. A possible concept is illustrated above.

Implement Reservoir Park Improvements

In the early 1950s, the Water Utility entered into a long-term agreement with the Parks Division to use the 4.4 acre property for limited recreational uses. The reservoir, built in 1928, is located on the northern one-half of the site. A steep embankment leads up to the grass covered surface of the reservoir. Due to the wet conditions or standing water on the surface of the reservoir, tile drains will be installed in 2013. The open area can be used for passive recreational activities; however, no plantings, structures or weight bearing equipment can be placed on the surface of the reservoir. An unpaved service road provides access to the pumping station and service buildings for the reservoir. The pumping station is planned to be reconstructed in 2013.

The southern portion of the site has been improved with park uses: a basketball court, playground, and picnic area. The play areas are accessible by a mowed grass strip from Glenway and Larkin Streets. The main communication tower for city services, such as 911, fire, police, parks, and transit, is located in the southwest corner of the site. The original radio tower was erected in 1945 and was recently replaced in 1996. No changes to the height and footprint of the radio tower are planned. The two buildings and tower are surrounded by an 8 foot fence. Minimal landscaping screens the buildings and tower. Roof replacement and possible tuck pointing of one of the building occurred in 2012. The City of Madison Water Utility is searching for a new well site, with Reservoir Park and Whitney Way sites as potential locations.



The City should consider the following improvements to Reservoir Park, illustrated in Figure 8.2.

- ▶ Work with Parks Division to establish a Friends of Reservoir Park. Identify activities and projects to improve and maintain the park area, including potential fundraising for future park improvements.
- ▶ Request Water Utility to prepare a long range facility plan, addressing key issues such as reservoir reconstruction, municipal well, and tower. Involve Sunset Hills, Rocky Bluff, and VanChaMasShe neighborhood associations in plan development.
- ▶ Establish a prairie on the reservoir roof and design a mowed path system around the prairie area.
- ▶ Develop a vegetative management plan to manage plantings at the reservoir slope and roof, park interior, and along Larkin and Glenway Streets. This work potentially includes removal of invasive species and under planting of native species to stabilize the slope.
- ▶ Repair and/or rebuild the steps off of Glenway Street.
- ▶ Improve the appearance of water utility and radio tower structures including landscaping around the fenced enclosure at Larkin Street, general upkeep and painting of buildings, and appropriate screening of mechanical equipment at ground level. Involve Friends of Reservoir Park in the preparation of the landscaping plan and maintenance of the plantings in coordination with the Parks Division.
- ▶ Install new playground equipment and other recreational amenities, such as benches, picnic table, and benches in the playground area. Provide improvements attractive to both young families and elderly residents.
- ▶ Maintain the “oak canopy” (oak savanna once dominated this entire neighborhood) linking Reservoir Park to Hoyt Park. Consider extending this concept to a path also linking Quarry and Lucia Crest Parks. Preserve the oak grove along Larkin Street.
- ▶ Install pedestrian wayfinding signs connecting the parks in the Area.

Develop a Migrating Bird Sanctuary Pilot Project

The Hoyt Park neighborhoods should consider establishing, maintaining, and monitoring a bird sanctuary pilot project behind Hoyt School to expand the desirable habitat for migrating birds and other wildlife. This project could serve as a model for building and operating these types of sanctuaries both in and out of the Area. Educational signs, public art, and regular programming should be incorporated into this project. If the pilot project is successful, the bird sanctuary initiative could be expanded to build additional sanctuaries in other parks in the Area, including public art and pedestrians wayfinding signs between sanctuaries.

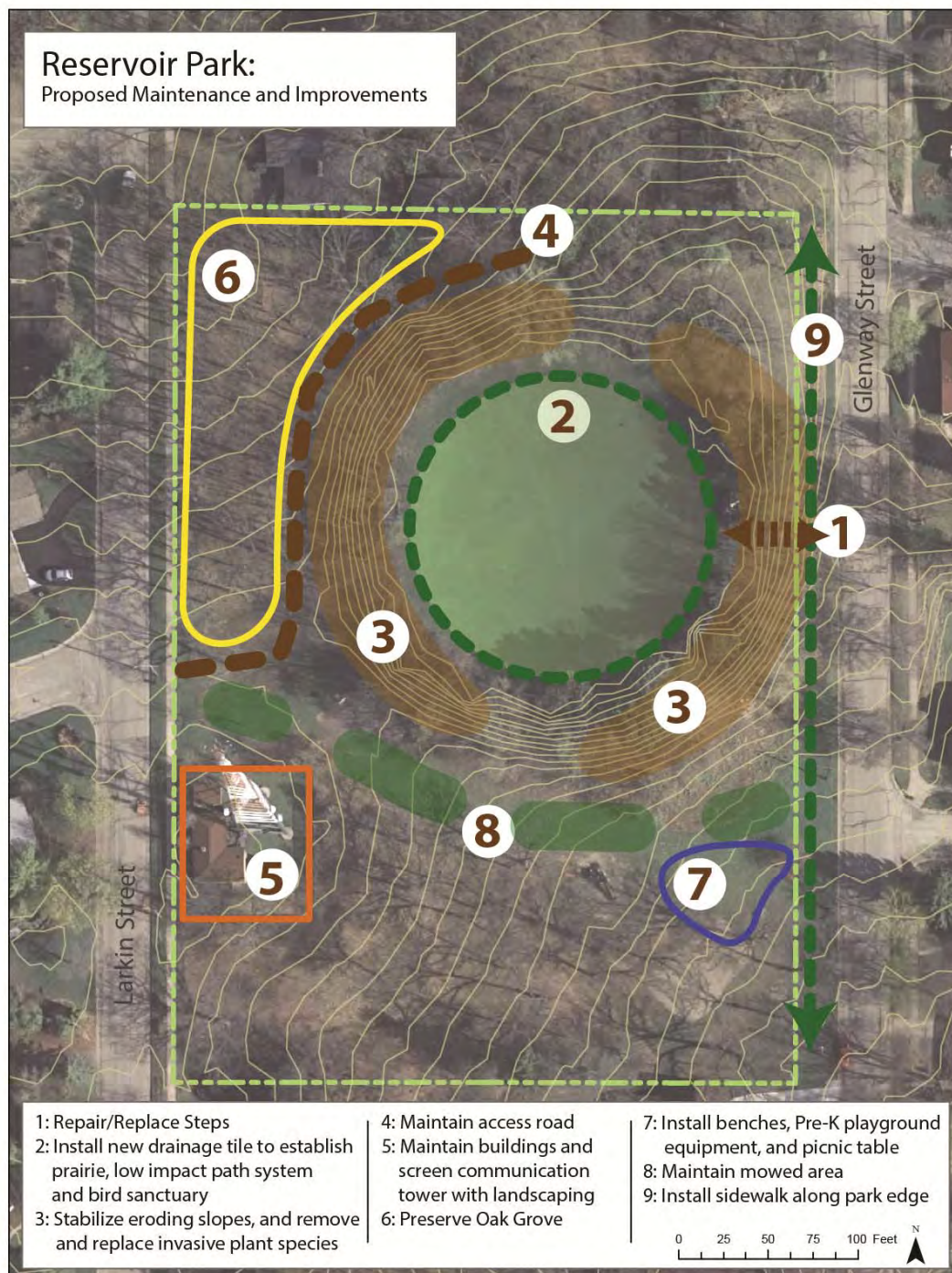
The VanChaMasShe Neighborhood Association received a City grant to kick-off the pilot project in 2012. Neighborhood residents have installed bird feeders, plantings, and benches.



In 2012, VanChaMasShe Neighborhood Association received a city grant to establish a bird flyover sanctuary behind MMSD Hoyt Building.



Figure 8.2: Reservoir Park Concept Plan



Encourage Urban Agriculture

Community gardening and other forms of urban agriculture have been shown to provide a variety of economic, environmental, and public health benefits, as well as reductions in crime. Backyard gardens can be plots around homes or containers and raised beds on balconies, decks, and rooftops. Backyard gardens can supplement diets with seasonal harvests and stretch food budgets. Community gardens provide opportunities for recreation and can improve both the mental and physical health of residents, creating a place for social gatherings.

Options for location of a community garden in the Area are somewhat limited. A potential public option is to explore Lucia Crest Park, depending on the size and location of the garden. The neighborhood should begin discussions with the Community Action Commission and the Parks Division if they wish to pursue this further.



Community gardens provide fresh produce, sense of community, and connection to the environment.

Encourage Urban Forestry

The Area has a diverse and vibrant mature tree canopy including street trees, park trees, and private trees. Preservation and regeneration of this canopy will be a key component of maintaining the character; as well as, sustainability components of this canopy.

- ▶ Promote the management of trees, parks, and open spaces in the Area to maintain large mature trees.
- ▶ Install and maintain location-appropriate new trees in parks, open spaces, and streets to continue and ensure canopy regeneration
- ▶ Utilize a wide range of tree species throughout the parks, open spaces, and streets.
- ▶ Encourage redevelopment or reinvestment throughout the Area to preserve mature trees whenever feasible. Where tree removals are necessary, require replacement plantings to regenerate the tree canopy, where appropriate.
- ▶ Encourage single-family homeowners to consider appropriate tree replacements when necessary and healthy canopy management techniques.
- ▶ Encourage careful monitoring and management strategies for trees within private and public lands to address and reduce disease insect issues (e.g. Emerald Ash Borer, Oak Wilt, etc.)



9 ► INFRASTRUCTURE

The purpose of this chapter is to describe Hoyt Park Area's future transportation system and other public infrastructure in response to local and regional demands to ensure safe movement and provision of services in the community. The chapter is focused around a Future Transportation and Infrastructure map, which represents potential new and expanded facilities over the next 10 or so years.

Vision

Create an interconnected multi-modal transportation network throughout the neighborhood that reinforces appropriate travel routes, speeds, and alternatives and address long-term infrastructure needs within the Area.

Policies

1. Work with the City to design and implement street reconstructions in a manner that is sensitive to nearby neighborhoods, the natural environment and vegetation, and bicycle and pedestrian movement.
2. Coordinate transportation planning and improvements with land use planning, ensuring that transportation systems are adequate to address the anticipated traffic associated with the land use changes before they are approved.
3. Discourage high traffic volumes and high traffic speeds in residential areas.
4. Explore progressive stormwater management initiatives and techniques to reduce damage to private property associated with flooding.
5. Encourage strong communication among City staff, Alders, residents, and businesses on long-term street reconstruction projects.
6. Work with the City's Office of Business Resources to support businesses that may be negatively impacted by road construction projects due to limitations of customer access and visibility.
7. Encourage Transportation Demand Management strategies for redevelopment and mixed-use areas to minimize traffic impacts on local streets, encourage alternative transportation methods, and reduce overall parking requirements.
8. Incorporate recommendations from pending Near West Side Traffic Study to address regional traffic impacts and routing.
9. Encourage regional traffic to utilize appropriate arterial streets and discourage cut-through traffic within the neighborhood.



Traffic calming slows speeding traffic on residential streets.



Recommendations

Street Reconstruction

Street reconstruction within the Area will be phased in over the lifespan of this neighborhood plan and will range from resurfacing to full reconstruction, based upon the condition and needs of the specific street segments.

Resurfacing Projects

- ▶ Resurfacing projects will be used where existing curb is generally in good condition.
- ▶ Resurfacing projects will not change the overall street cross section or sidewalk conditions.
- ▶ Street tree preservation and maintenance should be part of resurfacing projects.



Curb and gutter can control stormwater runoff.

Full Reconstruction

- ▶ Full reconstruction projects will be undertaken where curb is in poor condition.
- ▶ These projects will include an evaluation of the street cross section to identify transportation, bicycle/pedestrian, and stormwater management opportunities that could be included in the reconstruction.
- ▶ Sidewalk segments identified as minor missing gaps or destination linkages should be installed.
- ▶ Sidewalk identified as missing blocks should be evaluated for potential installation.
- ▶ Street tree preservation and maintenance should be part of full reconstruction projects.
- ▶ Opportunities for stormwater infiltration within the terraces should be explored where appropriate.
- ▶ Underground infrastructure (e.g., water main, sanitary sewer, storm sewer) may dictate the need for a reconstruction regardless of the condition of the street or curb.

Stormwater Management

Generally, all street reconstruction projects should consider use of rain gardens and porous materials to reduce runoff. The two major areas of concern for the Area is Hoyt Park/School and South Owen Drive.

South Owen Drive Pilot Program

Owen Drive represents an opportunity to explore how street reconstruction could be used as an opportunity to address a variety of issues facing streets throughout the Area. This street's varied cross section, grade change, traffic, and lack of an existing stormwater system provides an opportunity to test a variety of treatments.

- ▶ The rural cross section areas (i.e., no curb and gutter) have been expanded over time through the addition of more pavement and paved swales, resulting in greater travel width and increased travel speeds. This expanding cross section moves the erosion issues to the "new" edge of pavement over time. Reevaluation of this cross section could include stormwater management, traffic calming and additional bicycle accommodations and potential reduction of pavement width.
- ▶ The urban cross section areas (i.e., with curb and gutter) could be evaluated for stormwater management within the terrace, bicycle accommodations, and traffic calming techniques.
- ▶ Adjacent tree preservation and replacement planning could be undertaken to showcase how the Area could address the long-term street tree canopy health and regeneration.



Site-Specific Initiatives

- ▶ The City promotes the installation of rain gardens, bioswales, native plantings, green roofs, and rain barrels to address on-site stormwater management and reduce overall stormwater runoff throughout the Area.
- ▶ The City encourages redevelopment and reinvestment projects to incorporate on-site stormwater management techniques.
- ▶ Hoyt Park and School on-site stormwater management should be explored more fully.

Mineral Point Road/Midvale Boulevard

The Mineral Point Road and Midvale Boulevard is a critical intersection on Madison's near West side. Roughly 19,000 vehicles travel through the intersection daily. The four lane streets are tight; Midvale Boulevard has a left hand turn lane north and south bound while Mineral Point Road has no turn lanes to accommodate the motorist heading north bound. A boulevard separates traffic lanes on Midvale Boulevard. Marked crosswalks are clearly visible on all corners.

Based on neighborhood meetings, neighborhood residents have raised the issue on safety at the intersection. Speed of vehicles south bound traffic on Midvale, failure to yield to pedestrian of traffic turning north bound from Mineral Point, and poor visibility caused by vehicles edging into the intersection were cited. In addition, response from the School Safety Guard Supervisor indicates that this intersection is particularly difficult because of the: 1) heavy traffic; 2) above average speeds; 3) failure to stop for red lights and vehicles which turn on red; and 4) failure to yield to pedestrians. City of Madison Crash Reports indicates the Mineral Point Road and Midvale Boulevard received a ranking of 3rd, 6th, and 8th for the last three years. There were 79 crash incidents between August 2007 and December 2011.

Figure 9.1 illustrates current conditions and intersection challenges. Figures 9.2 and 9.3 illustrate potential reconstruction alternatives.



A rain garden is a man-made depression used to collect water runoff and storing it, permitting it to be slowly absorbed into the ground. Attractive, native plants can be used in residential, commercial, and industrial settings.



Figure 9.1: Mineral Point Road Current

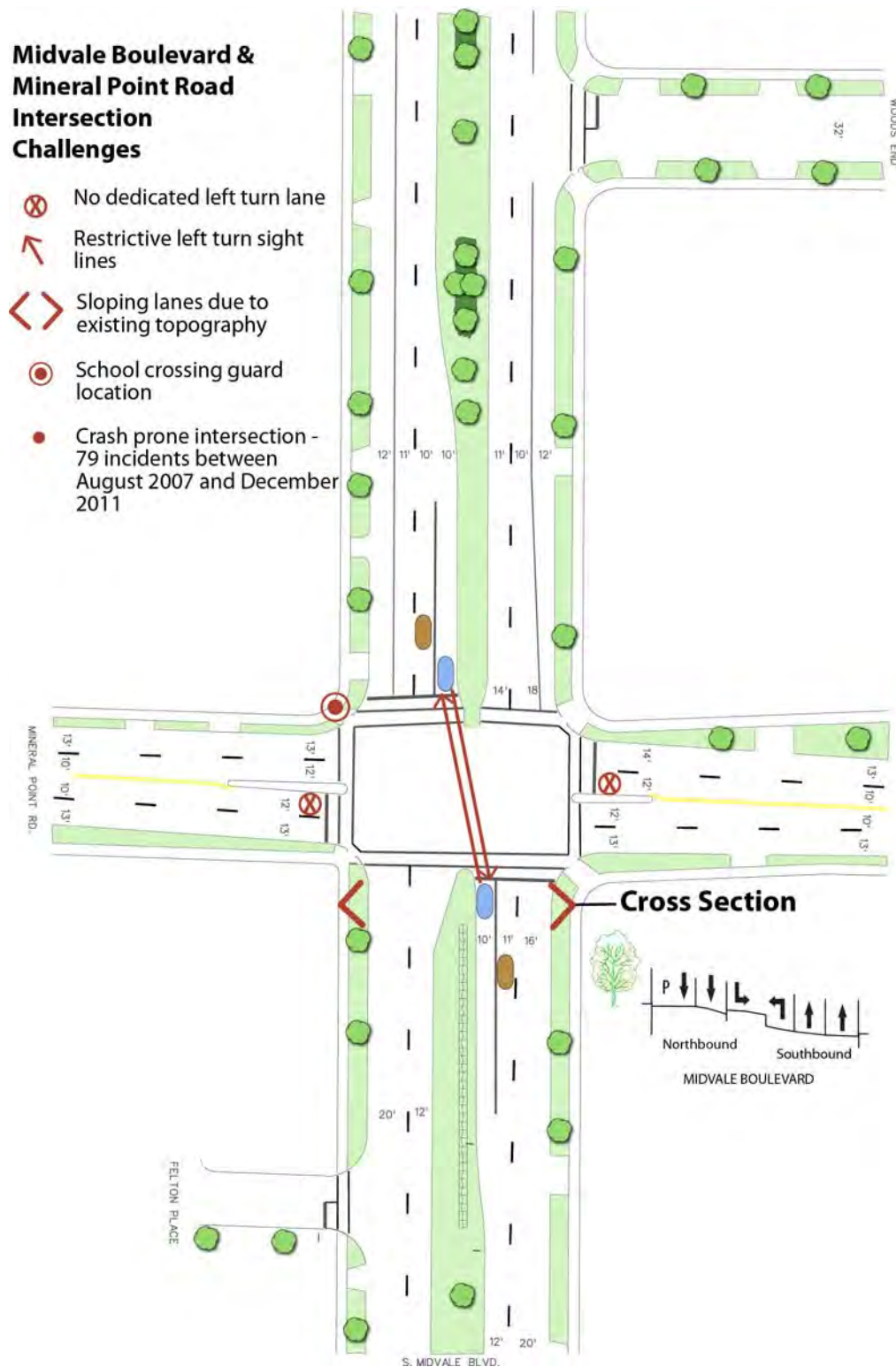
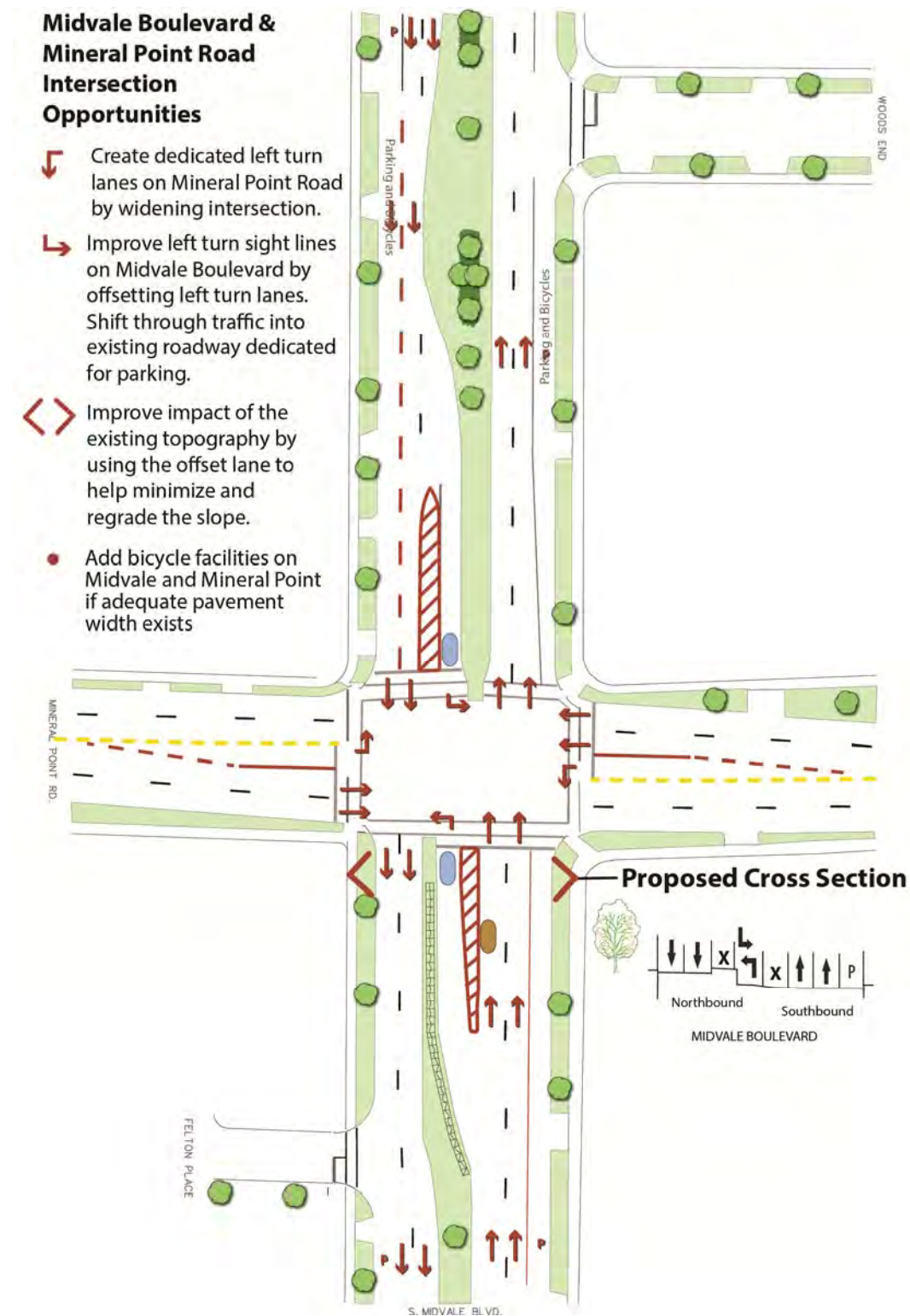


Figure 9.2: Mineral Point Road Alternative 1



Owen Parkway Alternatives

In response to the national City Beautiful Movement, professor Edward T. Owen (1850-1931) started the park and pleasure drive movement around Madison. Owen Parkway was the first roadway to be acquired and constructed. In 1892, the parkway was only a narrow dirt road of 1.6 miles. Paving the road began in 1910 and by 1914 it was largely an automobile drive. Sunset Point, the highest point along the roadway at 1030 feet, was widened to accommodate parking in 1909.

Owen Parkway is an unimproved two lane road running from the end of Regent Street to Hillcrest Drive. The roadway has never been constructed to city street standards and its steep grade and lack of a storm sewer system causes runoff problems. Existing asphalt pavement is patched regularly due to poor pavement and an eroding pavement edge.

Owen Parkway, along with Hoyt Park, was landmarked by the Madison Landmarks Commission in October 1995. Any proposed changes to the roadway would need to receive approval by the Landmarks Commission, especially if future changes would limit and/or close the roadway to automobile traffic, potentially during certain times of the day, or change the location of the roadway.

The Engineering Division, in conjunction with Parks Division and Traffic Engineering, should consider preparing alternative proposals to address the storm water issue on Owen Parkway. Options should explore the use of pervious (porous) pavement on all or a portion of the roadway and storm water management at Hoyt Park in conjunction with the reconstruction of the parking lot. If retaining walls are rebuilt, use natural materials that are consistent with existing walls. Rain gardens should be explored as an option for stormwater management. Any traffic calming techniques should be subtle in design, preferably focusing on horizontal features (e.g., width and curves) and not speed bumps or speed tables. The neighborhoods and Friends of Hoyt Park are not in favor of restricting automobile and truck traffic, including limiting portions of the road to bicycle/pedestrian traffic only.

On-Street Parking

- ▶ On-street parking is both an asset and point of conflict within the Area. The City has developed a range of techniques to address regional parking impacts and local demands, as identified on Map 9.7. The neighborhood supports the establishment of formal Park & Ride locations in the City to help reduce demand for commuter parking in the neighborhood. Commuter parking zones should be evaluated for time limits to assure that the on-street parking does not negatively impact the livability of the residential neighborhoods adjacent to transit stops. In particular, the neighborhood would like to institute a “one day per week” parking restriction to allow for adequate street cleaning, brush pick-up, and snow plowing especially in the northwestern portion of the neighborhood by Lucia Crest Park.

Transit

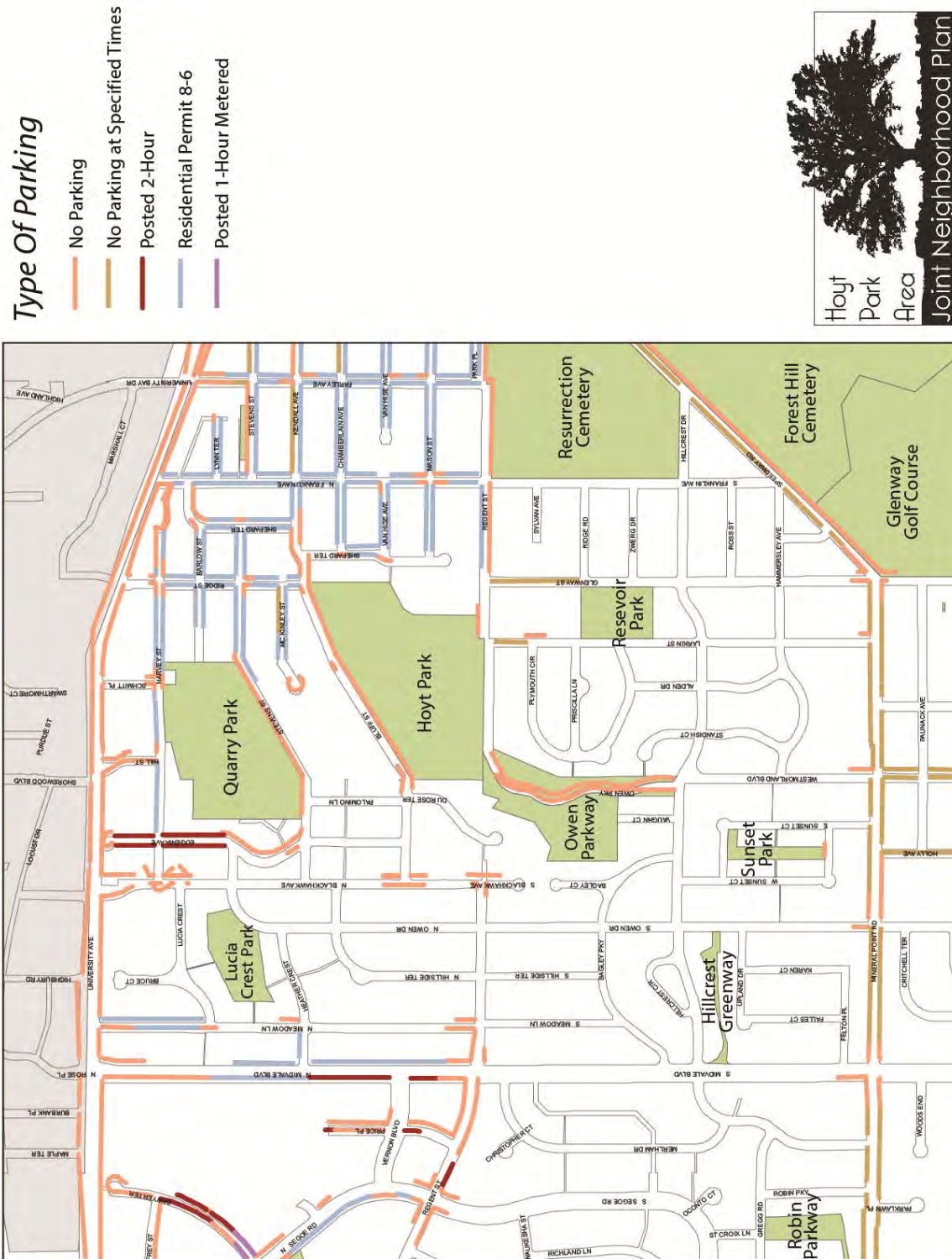
- ▶ The Area is served by several high use transit corridors. Incorporation and enhancement of transit routes and facilities throughout the Area is a key component of creating a diversified transportation network. The City will consider relocation of certain bus stops to increase accessibility and safety and options to address routing/traffic calming conflicts within the Area to expand options for transit. See Map 7.1 for specific locations. In addition, a N-S bus service along Midvale Boulevard (at least from Hilldale to Sequoya Branch Library) is desired.



Bus routes play a major role in local neighborhood transportation networks with a high desire of a N-S route along Midvale Boulevard from Hilldale Mall to Sequoya Library.



Map 9.1: On-Street Parking



10 ► SOCIAL CAPITAL

Social capital is the glue that takes a neighborhood from a collection of lots and streets to an interactive community with a strong neighborhood identity and sense of place. Preserving and enhancing the already thriving Hoyt Park Area community will take a deliberate and collaborative effort among residents, businesses, and the City. Key components of this effort will include fostering neighborhood interaction through establishing new neighborhood associations, interaction amongst the existing neighborhood associations and neighborhood-based groups, community-wide events, walkable and bikeable streets, a diversity of housing, and a variety of Area destinations.



Neighborhood residents engaged in planning activities at one of the three open houses.

Vision

Nurture and enhance the sense of community, where residents in the area are better connected both to each other and to the spaces where they inhabit and share.

Policies

- Support the formation of business and/or neighborhood associations with involvement of homeowners and tenants. Encourage existing and new businesses with exterior spaces, such as outdoor eating areas, to integrate the public-like spaces into the building design with the mindfulness of neighbors' privacy and private property.
- Encourage greater use of existing parks and open spaces, more biking and walking, and use of neighborhood businesses and institutions in the Area.
- Explore opportunities for public art within the Area at pedestrian cut-throughs, parks, and bird fly over sanctuaries.
- Encouraging the installation of neighborhood amenities, such as kiosks, "little libraries," and benches.
- Foster and encourage community activities such as friends of the parks, neighborhood block parties, and other civic functions within neighborhood areas and across neighborhood association boundaries.
- Preserve and enhance housing diversity and the range of housing values within the neighborhood.

Recommendations

- Establish and/or expand the boundaries of existing neighborhood associations to cover the non-represented areas.
- Explore continuing the HPAJSC, or a similar entity, which would jointly share, plan and take action on activities, projects, or issues that would be for the benefit of the entire Hoyt Park Area.
- Promote the identity of Hoyt Park Area through low cost, highly visual enhancements at key gateway locations, public gathering places, and through the use of public art in private and public settings.



- ▶ Forge new relationships with existing institutions, such as the centers of worship, to identify new activities, projects, and tasks which would recruit new members' involvement in neighborhood activities and/or target the needs and potential services for residents, such as the growing senior population.
- ▶ Consider incorporating unrepresented areas into existing neighborhood associations, creating new neighborhood associations, or inviting residents in these areas to be involved with the events and activities of existing associations.



A walking tour through Quarry Park provided background and discussions on future activities to initiate.



11 ► IMPLEMENTATION STRATEGY

The Hoyt Park Area will realize its Vision through a coordinated, continuous program of Plan implementation, evaluation, and update. The purpose of this chapter is to identify high priority implementation steps, timeframes, and responsible parties and to develop a process and criteria for subsequent amendments to the Comprehensive Plan. The detailed implementation table below provides a description of major actions to implement this Plan.

Figure 11.1: Implementation Strategy

| Plan Recommendation | Timeframe (short-term 0-3 yrs; mid-term 4- 6 yrs; long-term 7 or more yrs) | Primary Parties Responsible for Lead Implementation & Potential Partners | Estimated Cost and Funding Mechanism |
|---|--|---|---|
| Chapter 5 Focus Areas | | | |
| Prepare a guide to developers planning a project in one of the Focus Areas. | Short-Term | Hoyt Neighborhood Associations | N/A |
| Explore redesign and reconfiguration of the Vernon Boulevard right-of-way for public uses such as a farmer's market or civic gatherings. | Short-Term | Planning Division in conjunction with Engineering, Traffic Engineering, and area residents and businesses | N/A |
| Encourage maintenance of mid-block walkway along the eastern edge of the Les Chateaux property in Focus Area L. Longer term, explore opportunities to establish a dedicated public pedestrian and bike connection between Bluff and Stevens Street that is buffered from adjacent homes and does not pass through McKinley Street cul-du-sac. | Mid-Term | Property owner in conjunction with Engineering Division | Private property expense |
| Amend the Midvale Heights-Westmorland Plan to reflect this Plan's recommendation for several parcels north of Mineral Point Road and Speedway Road (Focus Areas M.2 and M.3). | Short-Term | Planning Division | N/A |



| Plan Recommendation | Timeframe (short-term 0-3 yrs; mid-term 4-6 yrs; long-term 7 or more yrs) | Primary Parties Responsible for Lead Implementation & Potential Partners | Estimated Cost and Funding Mechanism |
|---|---|--|--|
| Chapter 6 Single-family Character | | | |
| Explore establishing one or more historic districts, neighborhood conservation districts, or landmark nominations for specific properties. | Short-Term Architectural inventory is complete | Landmarks Commission working in conjunction with Planning Division, respective neighborhood associations and affected property owners | |
| Chapter 7 Bike and Pedestrian Facilities | | | |
| Expand pedestrian pathways throughout the Hoyt Park Area linking key destinations as illustrated in Map 7.1, specifically: <ul style="list-style-type: none"> ▶ 10-200 blocks of S. Franklin Avenue (between Speedway Road and Regent Street) ▶ 400-700 blocks of Ridge Street (between Bluff Street and University Avenue) ▶ 2900-3400 Harvey Street (between N Blackhawk Avenue and Ridge Street) ▶ 4300 block of Hillcrest Drive (between S Midvale and S Owen Drive) ▶ 2800-3300 blocks of Stevens Street ▶ Gravel access road thru Quarry Park | Mid-Term | Engineering in conjunction with Traffic Engineering. Adjacent property owners and the neighborhood associations should be involved in the design of the pedestrian pathways Parks Division should be involved regarding any changes to roads or pathways in parks | \$50 - \$100/linear ft Capital Budget |
| Implement on-street bicycle routes through signage, on-street bike lanes, and a bike boulevard. | Mid-Term | Traffic Engineering in conjunction with adjacent property owners and the neighborhood associations | Capital Budget |
| Expand bicycle routes and connections throughout the Hoyt Park Area as illustrated in Map 7.2. | Long-Term | Engineering in conjunction with Traffic Engineering | Capital Budget |



| Plan Recommendation | Timeframe (short-term 0-3 yrs; mid-term 4-6 yrs; long-term 7 or more yrs) | Primary Parties Responsible for Lead Implementation & Potential Partners | Estimated Cost and Funding Mechanism |
|---|---|---|--|
| Chapter 8 Parks and Open Space | | | |
| Install pedestrian wayfinding signs to direct users to the park and open space areas. | Mid-Term | Neighborhood Association in conjunction with Parks Division | Private fundraising |
| Establish a bird sanctuary pilot project, with gathering spaces, to establish bird fly overs between Lucia Crest, Hoyt (MSCR), Reservoir, and Quarry Parks. | Mid-Term | Neighborhood Associations in conjunction with Parks Division and MSCR | Private fundraising, grants |
| Manage the urban forest by implementing best practices. Monitor susceptible tree species on public and private lands. | Ongoing | Forestry Section | Private property tree treatment \$6-10/diameter inch |
| Hoyt Park | | | |
| Implement Hoyt Park improvements including improving entry features, signage, trails, and stormwater management. | Mid-Term | Parks Division | Capital Budget \$100,000-\$500,000 |
| Minimize cut through traffic on Owen Parkway and improve pedestrian safety. | Mid-Term | Traffic Engineering in conjunction with Parks Division and area property owners | Capital Budget |
| Implement stormwater management measures in Hoyt Park and Owen Parkway. | Mid-Term | Traffic Engineering in conjunction with Engineering and Parks Division | Capital Budget |
| Quarry Park | | | |
| Establish a Friends of Quarry Park. | Short-Term | Neighborhood Association in conjunction with Parks Division | N/A |
| Improve park entrances, signage, and add park features such as informational kiosk, bird sanctuary, and public art. | Mid-Term | Neighborhood Association/ Friends of Quarry Park in conjunction with Parks Division | Private fundraising, Capital Budget \$10,000-\$25,000 |
| Develop a Park Master Plan that includes a system of pedestrian and mountain bike trails. | Long-Term | Parks Division | Private fundraising, Capital Budget \$150,000-\$1,000,000 |



| Plan Recommendation | Timeframe (short-term 0-3 yrs; mid-term 4-6 yrs; long-term 7 or more yrs) | Primary Parties Responsible for Lead Implementation & Potential Partners | Estimated Cost and Funding Mechanism |
|---|---|---|--|
| Reservoir Park | | | |
| Establish a Friends of Reservoir Park. | Short-Term | Neighborhood Association in conjunction with Parks Division | N/A |
| Develop a Long Range Facilities Plan and Master Plan for Reservoir Park. As part of the plan, address existing maintenance issues of existing buildings, radio towers, and reservoir steps. | Short-Term | Water Utility in conjunction with Parks Division, Sunset Hills, and property owners | Capital Budget \$15,000-\$50,000 |
| Develop a vegetative management plan to manage plantings and erosion on the reservoir slope, roof, and perimeter, include the oak grove. | Short-Term | Parks Division | Capital Budget \$35,000-\$75,000 |
| Install new playground equipment and other recreational amenities, such as benches, picnic tables, and benches to the existing playground area. | Short-Term | Parks Division | Capital Budget \$100,000 |
| Lucia Crest Park | | | |
| Explore establishing a community garden in Lucia Crest Park. | Short-Term | Neighborhood Association working with Parks Division and Community Action Coalition of South Central WI | \$800 - \$1,500 New Garden Fund |
| Explore improving the landscaping or installing public art on the mid-block access paths. | Mid-Term | Neighborhood Association working with Parks Division | Private fundraising |
| Chapter 9 Infrastructure | | | |
| Implement the South Owen Drive pilot project to explore how street reconstruction could be used as an opportunity to address a variety of issues facing streets throughout the Area. | Mid-Term | Engineering in conjunction with Parks Division and Traffic Engineering | Capital Budget |
| Improve Mineral Point and Midvale Boulevard intersection to improve pedestrian safety/traffic safety. | Short-Term | Engineering in conjunction with Traffic Engineering | Capital Budget, Federal & State Transportation funding |



| Plan Recommendation | Timeframe (short-term 0-3 yrs; mid-term 4-6 yrs; long-term 7 or more yrs) | Primary Parties Responsible for Lead Implementation & Potential Partners | Estimated Cost and Funding Mechanism |
|--|---|--|---|
| Develop detailed design concepts for Owen Parkway to address stormwater and traffic issues. | Mid-Term | Traffic Engineering in conjunction with Engineering and Parks Division | Operating Budget |
| Evaluate parking restrictions in commuter parking areas to assure that the on-street parking does not negatively impact the livability of the residential neighborhoods adjacent to transit stops. | Short-Term | Neighborhood Associations in conjunction with Traffic Engineering | N/A |
| Conduct an analysis of transit routes and stops to increase accessibility and safety and address routing/traffic calming conflicts within the Area. | Mid-Term | Metro Transit in conjunction with Traffic Engineering | Operating Budget |
| Expand bus service to offer a N-S transit route which provides residents access to Hilldale Mall and Sequoya Branch Library on Midvale Boulevard. | Mid-Term | Metro Transit Based on 30 minute, 6 hour, 5 day service in clockwise rotation from Toepfer to Tokay to Midvale to Hilldale to Segoe to Midvale. | Operating Budget \$100,000/annual |
| Chapter 10 Social Capital | | | |
| Establish and/or expand the boundaries of existing neighborhood associations to cover the non-represented area. | Short-Term | Neighborhood residents | NA |
| Explore continuing the HPAJSC, or a similar entity, to help with implementing this Plan. | Short-Term | Hoyt Area Neighborhood Associations | NA |



APPENDIX A ► EXISTING CONDITIONS SUMMARY

This Existing Conditions Summary contains relevant demographic, housing, and economic trends and background information pertaining to transportation, facilities, and land use in the planning area (roughly equivalent to U.S. Census Tract 8). This document will help to provide an understanding of the trends currently influencing development and redevelopment in the Area as well as how they may affect it in the future.

Population and Demographics

Table A-1 provides historical population data for the planning area and the City from 1990 to 2010. Tract 8's population has been decreasing over the last two decades while the City overall continues to experience substantial increases.

Table A-1: Population Trends

| | 1990 | 2000 | 2010 | Numeric Change 2000-2010 | Percent Change 2000-2010 |
|-----------------|---------|---------|---------|--------------------------------|--------------------------------|
| Tract 8 | 3,755 | 3,627 | 3,557 | -70 | -1.9 |
| City of Madison | 191,232 | 208,054 | 233,209 | 25,155 | 12.1 |

Source: U.S. Census Bureau, 1990-2010

Table A-2 compares the age and gender distribution for the Area in the year 2010 to the City. Age distribution is an important factor when considering the future demands for housing, schools, park and recreational facilities and the provision of social services. Demographic trends indicate that the Area's median age decreased from 38.7 years in 2000 to 37.3 years in 2010. The Area's year 2010 median age and percent of elderly residents was high when compared to those of the City overall.

Table A-2: Age and Gender Distribution, 2010

| | Median Age | Percent under 18 | Percent over 65 | Percent Female |
|-----------------|------------|---------------------|--------------------|-------------------|
| Tract 8 | 37.3 | 29.8 | 22.6 | 51.8 |
| City of Madison | 30.9 | 35.0 | 17.5 | 50.8 |

Source: U.S. Census Bureau, 2010



The Area's racial diversity increased since 2000, with the percent of its population identified as white decreasing from about 91 percent in 2000 to 86.5 percent in 2010. Additionally, the percent of residents identifying as Hispanic or Asian increased over this period. The 2000 Census does not include Hispanic people in the racial distribution. Rather, Hispanics are considered to be an ethnicity. Hispanics can be any race and/or Hispanic.

Table A-3: Racial Distribution

| | Percent in 2000 | | | | Percent in 2010 | | | |
|-----------------|-----------------|-------|-------|----------|-----------------|-------|-------|----------|
| | White | Black | Asian | Hispanic | White | Black | Asian | Hispanic |
| Tract 8 | 91.3 | 1.6 | 4.8 | 2.3 | 86.5 | 2.1 | 6.1 | 3.4 |
| City of Madison | 84.0 | 5.8 | 5.8 | 4.1 | 76.8 | 6.1 | 7.6 | 6.7 |

Source: U.S. Census Bureau, 2000 & 2010

Land Use

Map A-1: Existing Land Use depicts the existing land use pattern within the Area. Table A-4 summarizes the existing acreage within the various land use categories in the Area. Single-family residential development is the Area's predominant land use, comprising three-quarters of the acreage in the planning area. The Area's overall residential density averages roughly 6 dwelling units per gross acre.

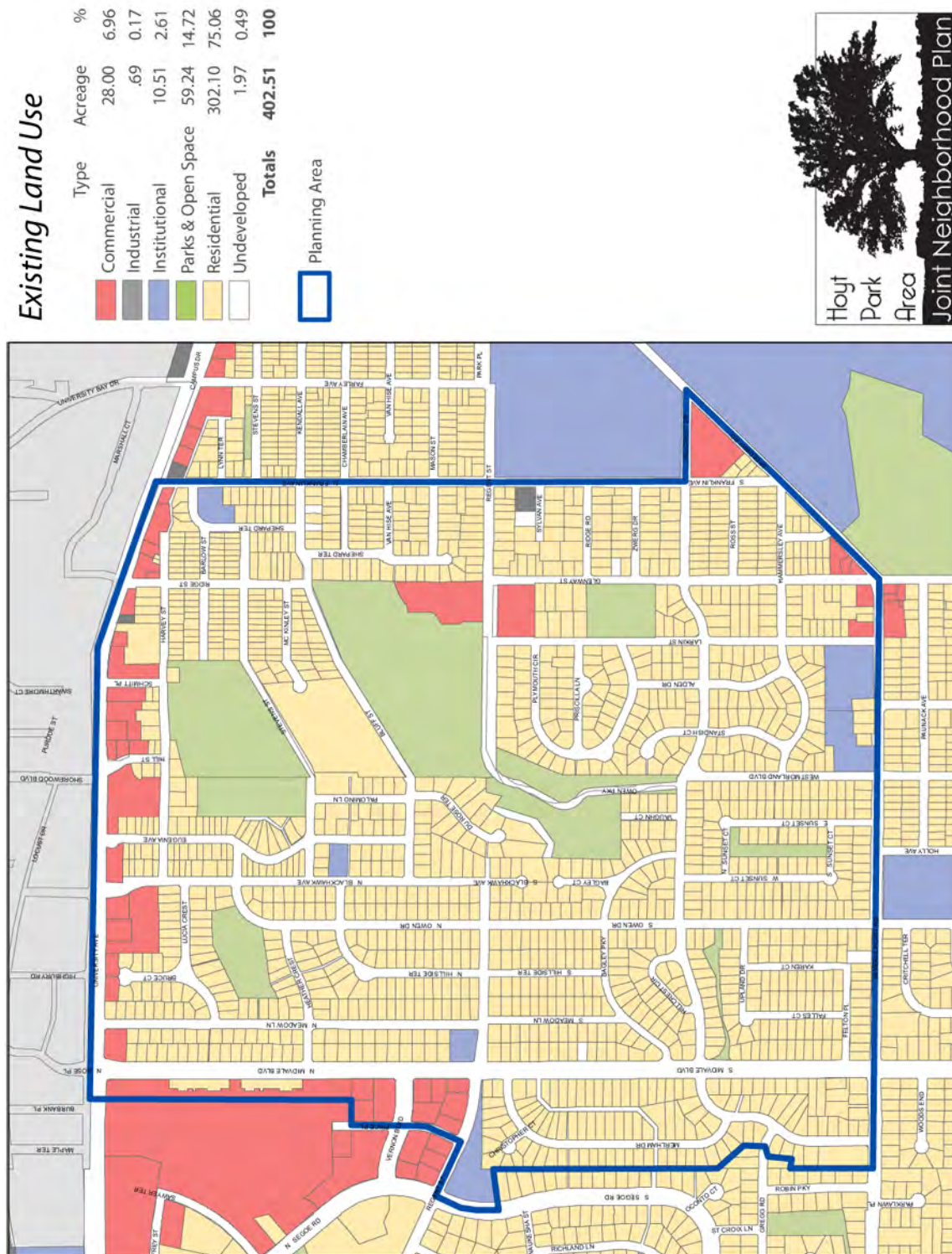
Table A-4: Existing Land Use

| Category | Acres | Percent |
|--------------------|--------|---------|
| Commercial | 28.00 | 6.96 |
| Industrial | 0.69 | 0.17 |
| Institutional | 10.51 | 2.61 |
| Parks & Open Space | 59.24 | 14.72 |
| Residential | 302.10 | 75.06 |
| Undeveloped | 1.97 | 0.49 |
| Total | 402.51 | 100.00 |

Source: City of Madison, 2010



Map A-1: Existing Land Use



Transportation

The Area is well-connected internally and to the rest of the City through the transportation network. Maps A-2 through A-5 illustrate bike routes, sidewalks, bus routes and stops, and street classification and planned projects.

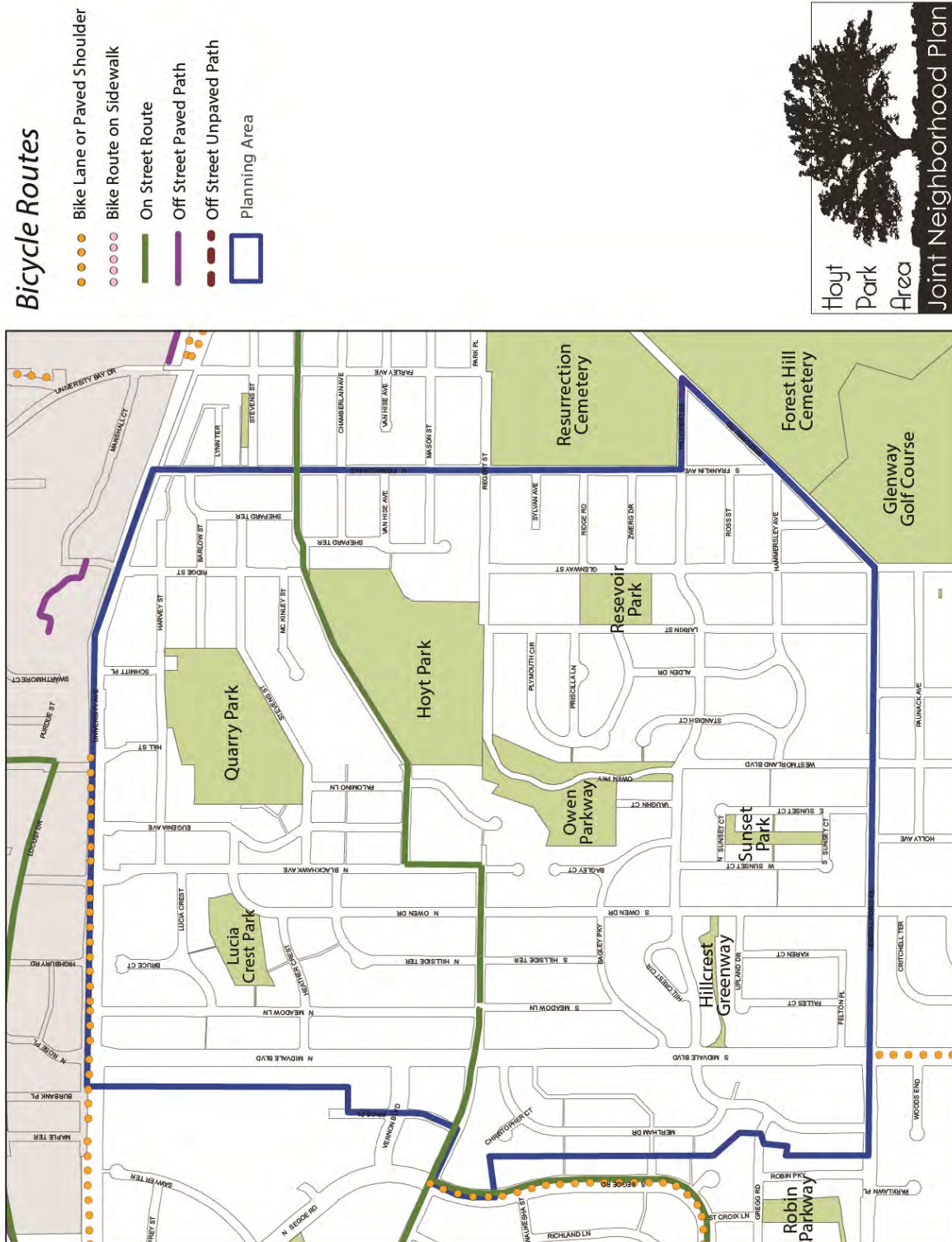
The City's capital improvement program includes resurfacing Plymouth Circle, Priscilla Lane, Alden Drive and Larkin Street in 2013 and Glenway Street, Ross Street, and Zwerg Drive in 2014.

Neighborhood residents, District Alderpersons, and City staff identified the following existing issues related to transportation:

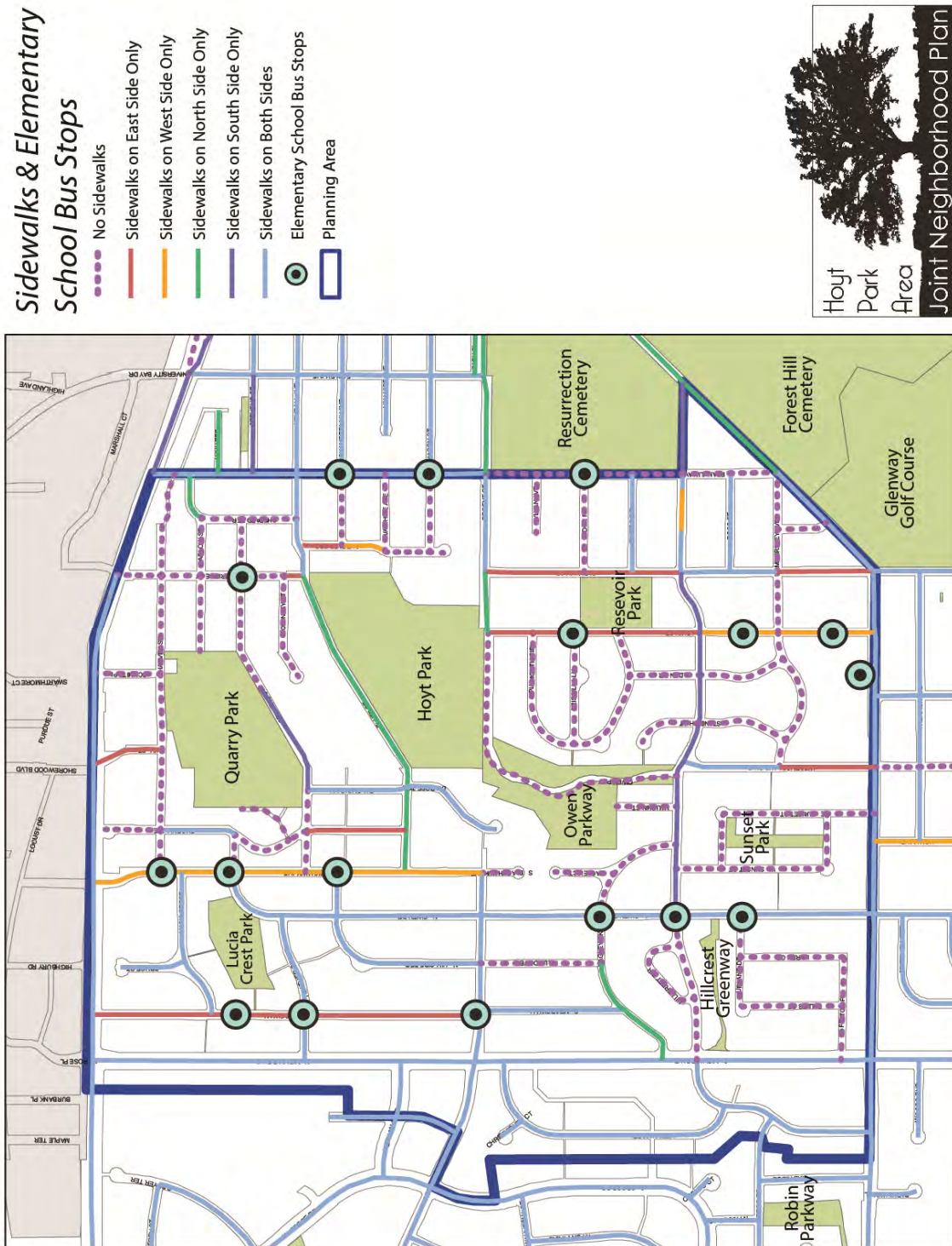
- Dangerous intersections include Midvale Boulevard/Mineral Point Road, Owen Parkway/Mineral Point Road, Glenway Street/Speedway Road, Glenway Street/Mineral Point Road, Speedway Road/Regent Street, Franklin Avenue/Speedway Road, Westmorland Blvd/Hillcrest Drive, Regent Street/Midvale Boulevard.
- UW Hospital-related traffic growth is a concern, especially related to on-street parking.
- Cut through traffic on Owen Parkway, Heather Crest, Glenway Street.
- Traffic speeds on Owen Parkway, Midvale Boulevard and Mineral Point Road.
- A bike connection is needed from Kendall Avenue to the west.
- Traffic calming projects in Kendall Avenue, Bluff Street, Franklin Avenue, and Farley Avenue have limited and in some cases eliminated bus routes for both supplemental school day routes as well as regular service, where busses are no longer able to navigate the collector streets due to traffic calming devices placed in the right-of-way.
- City staff feel that gaps in the public sidewalk network limit pedestrian access to bus stop locations, however, there are mixed opinions from residents about sidewalks.
- Walk lights at University Avenue intersections should be longer duration to allow pedestrians to reach pedestrian island or cross.



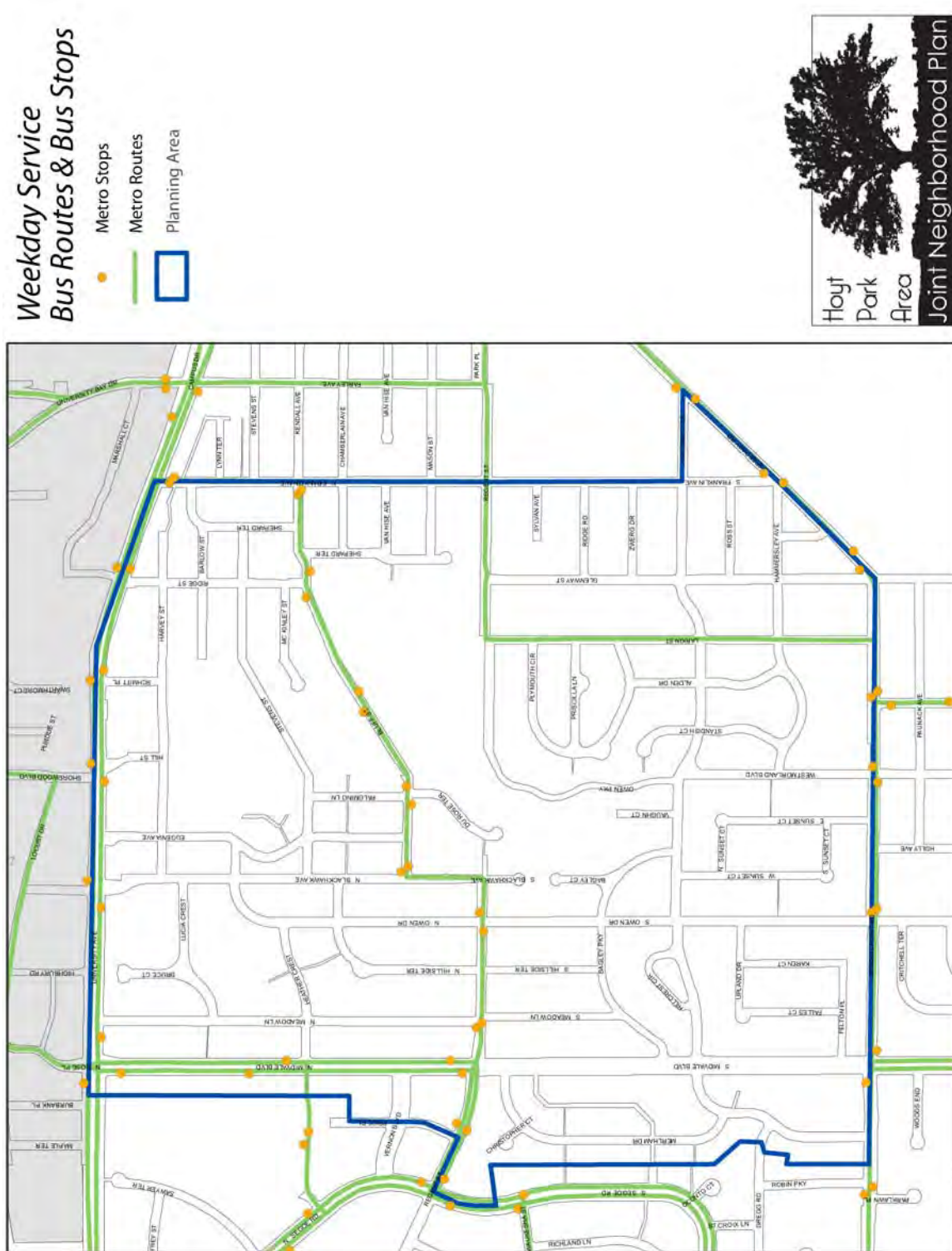
Map A-2: Existing Bicycle Routes



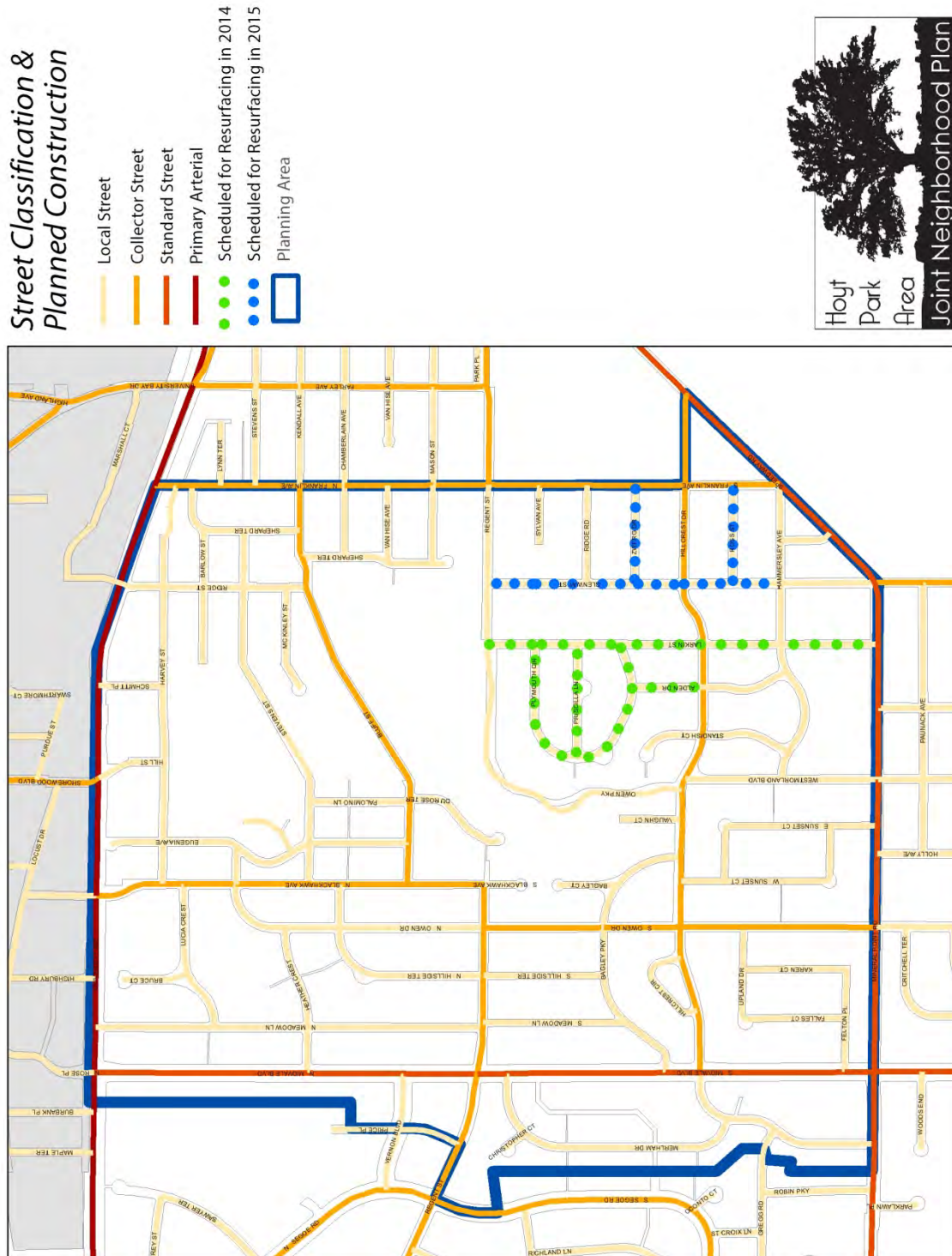
Map A-3: Sidewalks



Map A-4: Weekday Service Bus Routes and Bus Stops



Map A-5: Street Classification and Planned Construction



Housing

The predominantly single-family housing in the planning area was built from the 1940s to 1960s. Cape Code, Ranch, Split Level Ranch are typical housing styles. Single-family houses are generally modest with two or three bedrooms. The area is now considered to have one of the highest concentrations of exemplary mid-century modern residential architecture in the city and includes homes by several prominent regional architects.

Tables A-5 and A-6 compare the Area's housing characteristics with the City overall. The Area's vacancy rate was about one-half that of the City of Madison's overall. The Area's average home value and median rent in 2010 were higher than the City's. Likewise, the Area's owner occupancy rate was also higher than that of City.

Table A-5: Housing Characteristics

| | Total Housing Units | Total Households | Average Household Size | Average Home Value | Median Rent | Property Foreclosures |
|-----------------|----------------------------|-------------------------|-------------------------------|---------------------------|--------------------|------------------------------|
| Tract 8 | 1,847 | 1,824 | 1.99 | \$260,371 | \$705 | 7 |
| City of Madison | 108,843 | 102,516 | 2.17 | \$242,962 | \$644 | 534 |

Source: U.S. Census Bureau; City of Madison Neighborhood Indicators, 2010

Table A-6: Housing Occupancy

| | Single Person Household | Vacant | Owner Occupied |
|-----------------|--------------------------------|---------------|-----------------------|
| Tract 8 | 51.6% | 3.1% | 69.7% |
| City of Madison | 53.1% | 5.8% | 52.4% |

Source: U.S. Census Bureau; City of Madison Neighborhood Indicators, 2010



Table A-7 inventories the Area's housing types for the year 2010. The figures reflect the Area's predominantly single-family character.

Table A-7: Housing Stock Composition, 2010

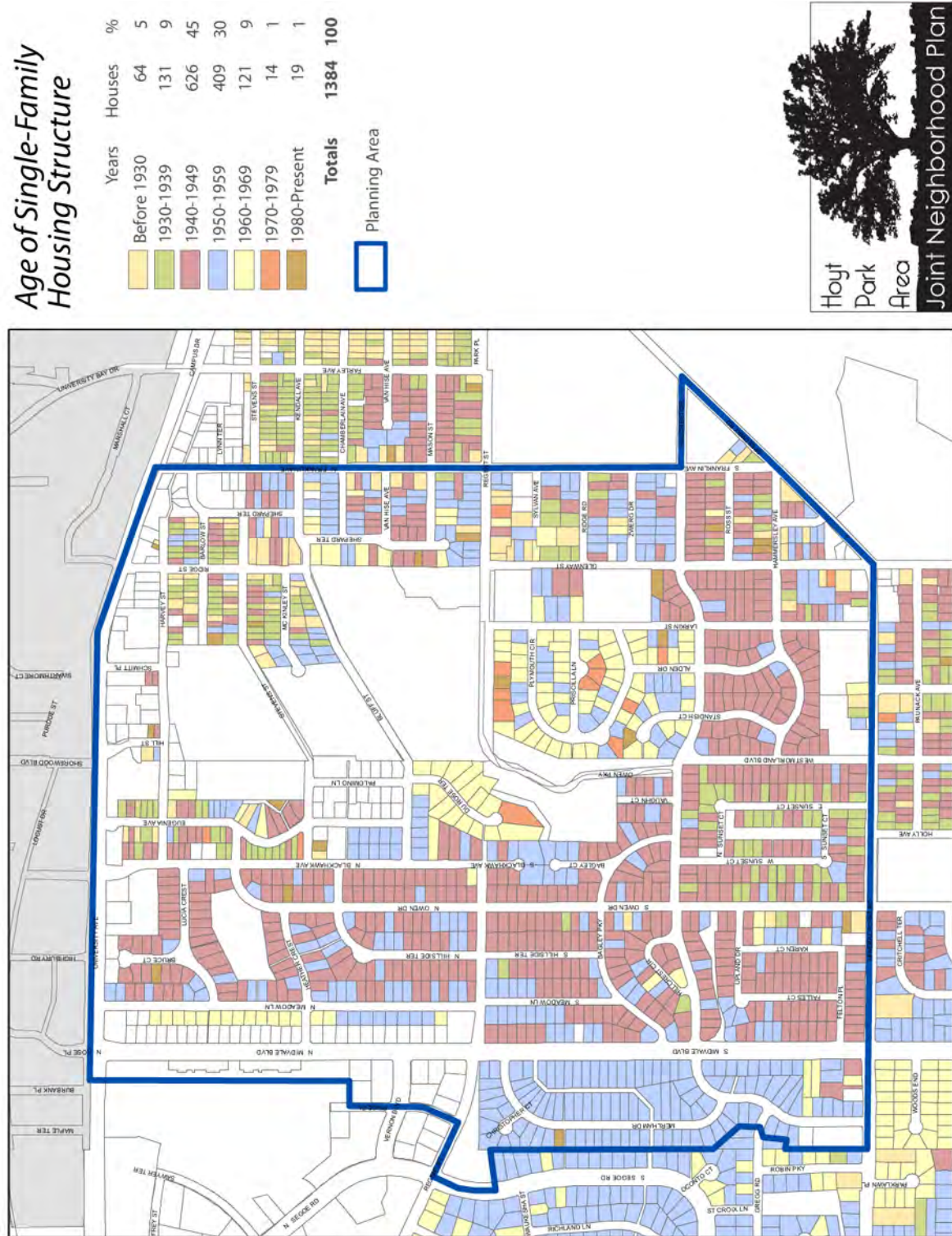
| Units Per Structure | Number of Structures | Percentage of Structures |
|-----------------------------|-----------------------------|---------------------------------|
| Single-family | 1,389 | 94.36 |
| Two-Family (duplex) | 12 | 0.82 |
| Multi-Family (3-4 units) | 48 | 3.26 |
| Multi-Family (5-7 units) | 12 | 0.82 |
| Multi-Family (8 units) | 2 | 0.14 |
| Multi-Family (9-16 units) | 2 | 0.14 |
| Multi-Family (17-24 units) | 3 | 0.2 |
| Multi-Family (25-100 units) | 3 | 0.2 |
| Multi-Family (101+ units) | 1 | 0.06 |
| Total | 1,472 | 100.00 |

Source: City of Madison, 2010

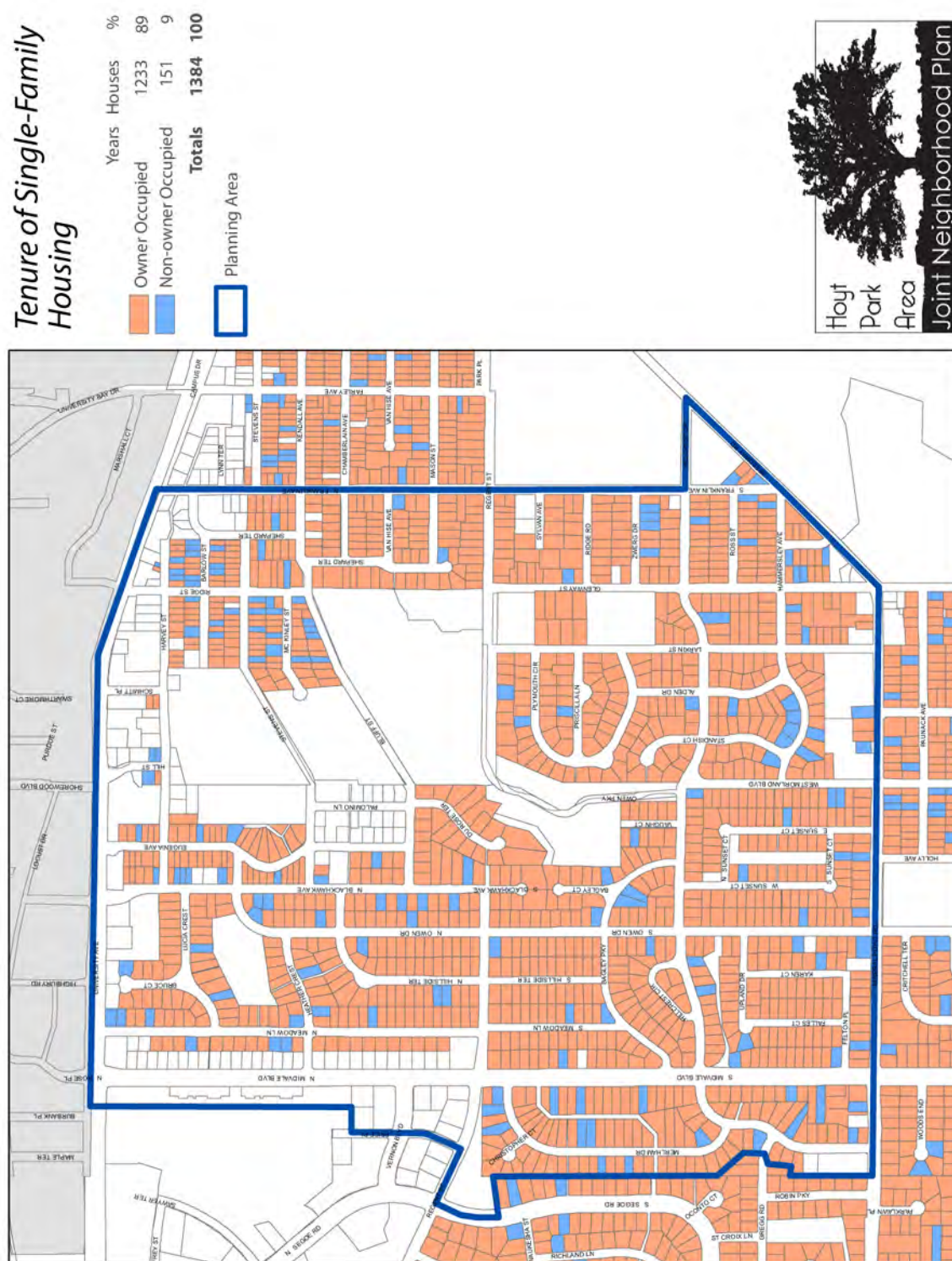
Map A-6 – A-9 depicts the characteristics of single-family homes in the Hoyt Park Area.



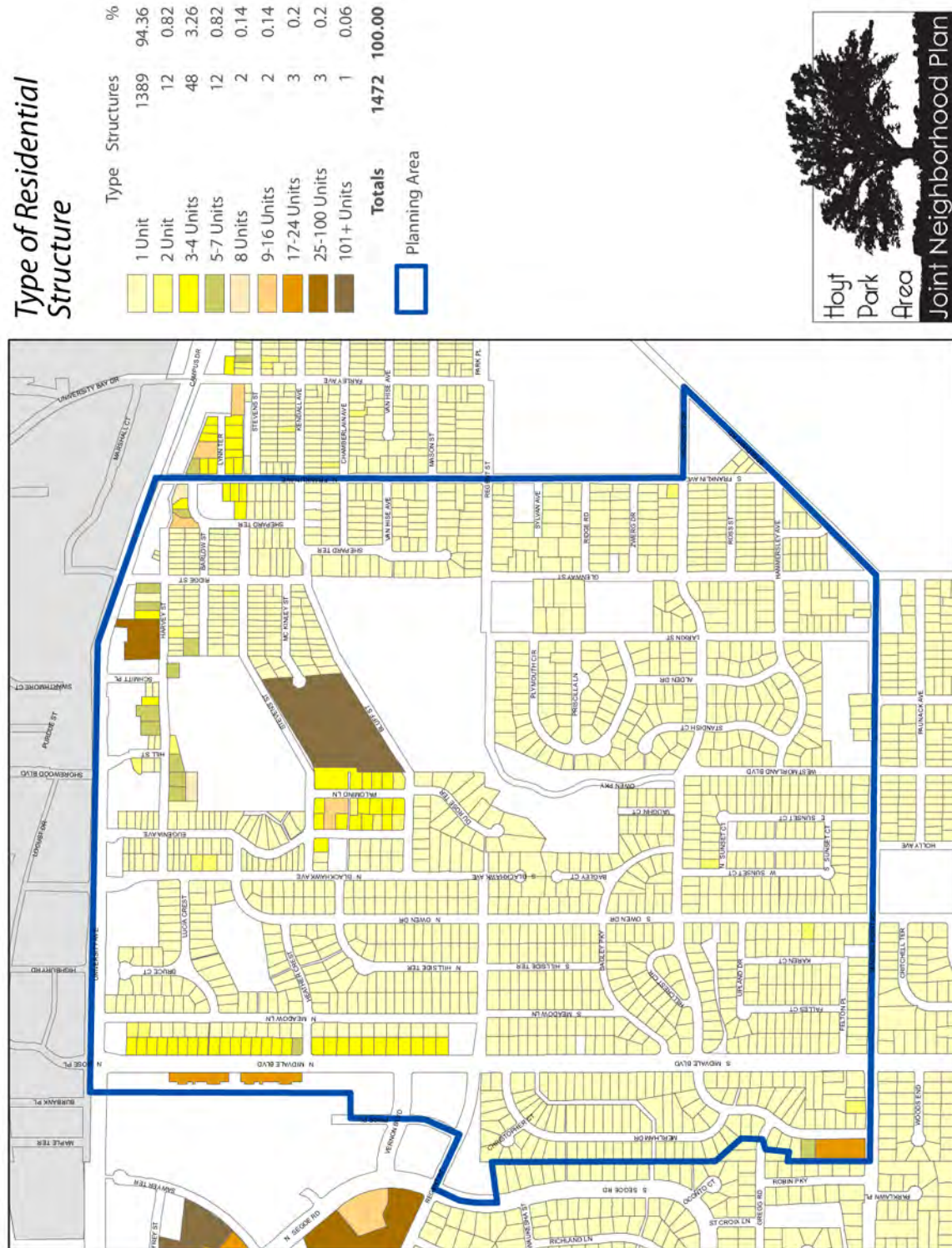
MapA-6: Age of Single-family Housing Structure



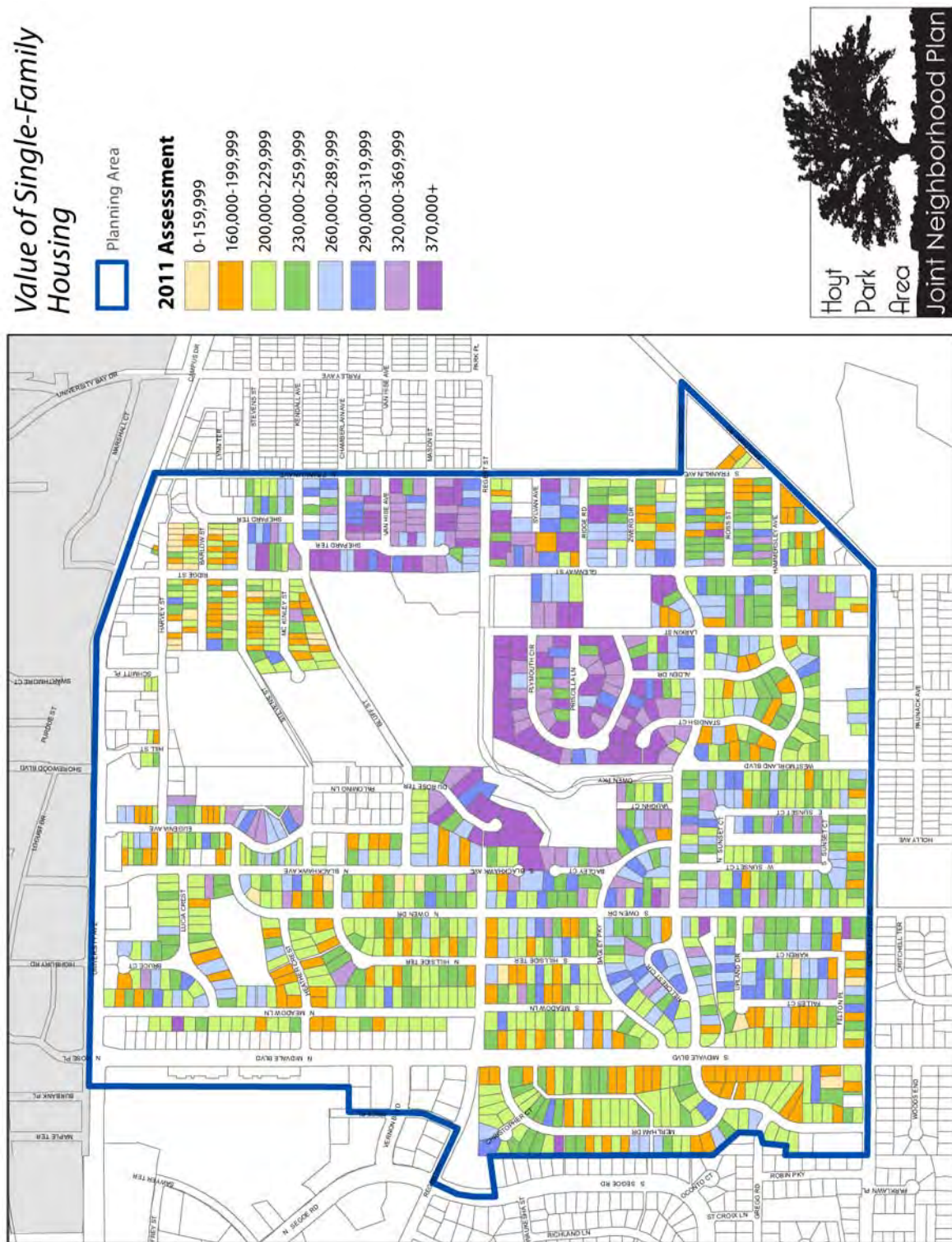
Map A-7: Tenure of Single-family Housing



Map A-8: Type of Residential Structure



Map A-9: Value of Single-Family Homes



Economic Development

Table A-8 presents income and labor characteristics for the Area and the City of Madison. According to 2010 U.S. Census data, the Area's median household income was significantly higher than the City's. Not surprisingly, the unemployment rate was much lower than that of the City overall.

Table A-8: Income and Labor Characteristics, 2010

| | Median Household Income | Families in Poverty | Families who Received Medical Assistance, Food Stamps, or W-2 | Unemployed |
|-----------------|--------------------------------|----------------------------|--|-------------------|
| Tract 8 | \$69,508 | 31 | 39 | 1.6% |
| City of Madison | \$54,242 | 3,157 | 8,135 | 5.3% |

Source: U.S. Census Bureau; City of Madison Neighborhood Indicators, 2010

Educational attainment is another important characteristic of a community's labor force. According to the 2005-2009 American Community Survey, 97.8 percent of the Area's population aged 25 and older had attained a high school level education or higher. In 2009 approximately 75.4 percent of this same population had attained a college level education (bachelor's degree or higher); an increase of nearly 4 percent from 2000.

Table A-9: Educational Attainment

| | Percent in 2000 | | Percent in 2009 | |
|-----------------|---------------------------------------|------------------------------------|------------------------------|------------------------------------|
| | High School Graduate or Higher | Bachelor's Degree or Higher | High School Graduates | Bachelor's Degree or Higher |
| Tract 8 | 97.5 | 71.5 | 97.8 | 75.4 |
| City of Madison | 92.4 | 48.2 | 93.4 | 51.1 |

Source: U.S. Census Bureau; 2005-2009 American Community Survey



Table A-10 lists businesses with over 40 employees within or near the planning area. Most of these businesses are located along University Avenue, a major economic corridor in the City.

Table A-10: Major Employers, 2013

| Company | Industry | Employees |
|---------------------------------------|-------------------------------------|-----------|
| Ace Hardware | Retail | 18 |
| Anaala Salon & Spa | Salon & Spa | 20 |
| Anthropologie | Retail | 30 |
| Bagels Forever, Inc. | Limited Service Restaurants | 60 |
| Bath & Body Works | Retail | 15 |
| Café Porta Alba | Full Service Restaurants | 15 |
| Copp's Corp | Supermarkets & Other Grocery Stores | 130 |
| Cornblooms | Retail | 14 |
| Flat Top Stir-Fry Grill | Full Service Restaurants | 50 |
| Fleming's Prime Steakhouse | Full Service Restaurants | 50 |
| Fuzzy's Taco Shop | Full Service Restaurants | 12 |
| Genin's Mobil Hilldale Inc | Gas Station/Mechanic | 13 |
| Great Dane Brew Pub-Hilldale | Full Service Restaurants | 100 |
| Hair Studio | Salon | 23 |
| Hilldale Shell Food Mart | Convenience Store/Gas Station | 16 |
| Home Security of America | Reinsurance Carriers | 100 |
| HSA Home Security of America | Warranty Insurance | 150 |
| Interim Health Care | Home care | 120 |
| Kirlin's Hallmark | Stationery/Retail | 15 |
| Land Service Co | Acquisition/Appraisal | 18 |
| Madison School & Community Recreation | Government | 60 |
| Morgan Shoes | Retail | 40 |
| New Balance | Retail | 23 |
| Our Lady Queen of Peace | Church | 20 |
| Pasqual's Hilldale | Full Service Restaurants | 12 |
| Psychology Clinic | Mental Health Providers | 17 |
| Quiznos | Full Service Restaurants | 10 |
| Sentry on the Go | Supermarkets & Other Grocery Stores | 200 |
| Smoky's Steakhouse | Full Service Restaurants | 70 |
| Starbucks | Coffeehouse | 22 |
| State Bar & Grill | Full Services Restaurants | 10 |
| Sushi Muramoto | Full Service Restaurants | 25 |
| Target | Retail | 160 |
| Transcom General Agency Inc | Insurance | 10 |
| University Bookstore | Retail bookstore | 12 |
| University of WI Extension/Wgnhs | Government | 35 |
| US Bank | Commercial Banking | 12 |
| University of WI Preschool Lab | Pre-School | 12 |
| Whole Foods Market | Supermarkets & Other Grocery Stores | 155 |



Natural & Agricultural Resources

There are no agricultural activities in the planning area; however there are a few vacant parcels as indicated on Map A-1: Existing Land Use. As a built out neighborhood, there are no remaining significant natural resources in the planning area, with the exception of the City parks described in the following section. However, the neighborhood has opportunities to take advantage of regional agricultural products and to promote the ongoing viability of agriculture in the state, including community gardens, urban agriculture, and expansion of community farmer's markets.

The Emerald Ash Borer (EAB) is an exotic beetle from Asia that is responsible for the death of over 30 million ash trees in the United States and Canada. The State of Wisconsin Department of Agriculture, Trade and Consumer Protection Agency has been conducting EAB surveys as well as placing EAB traps in one-mile increments searching for this insect across the state. In November 2013, EAB was confirmed on the north side of Madison.

This pest is a significant threat since ash trees are widespread throughout the planning area. The City of Madison has conducted a street tree inventory of Ash trees planted on the public street terrace. The City of Madison EAB website identifies planted Ash tree locations in the street terrace. The City of Madison has adopted a EAB Management Plan (September 2012) to identify proactive approaches to contain the infestation, remove ash trees, replant with other species and mitigate possible financial and environmental impacts.

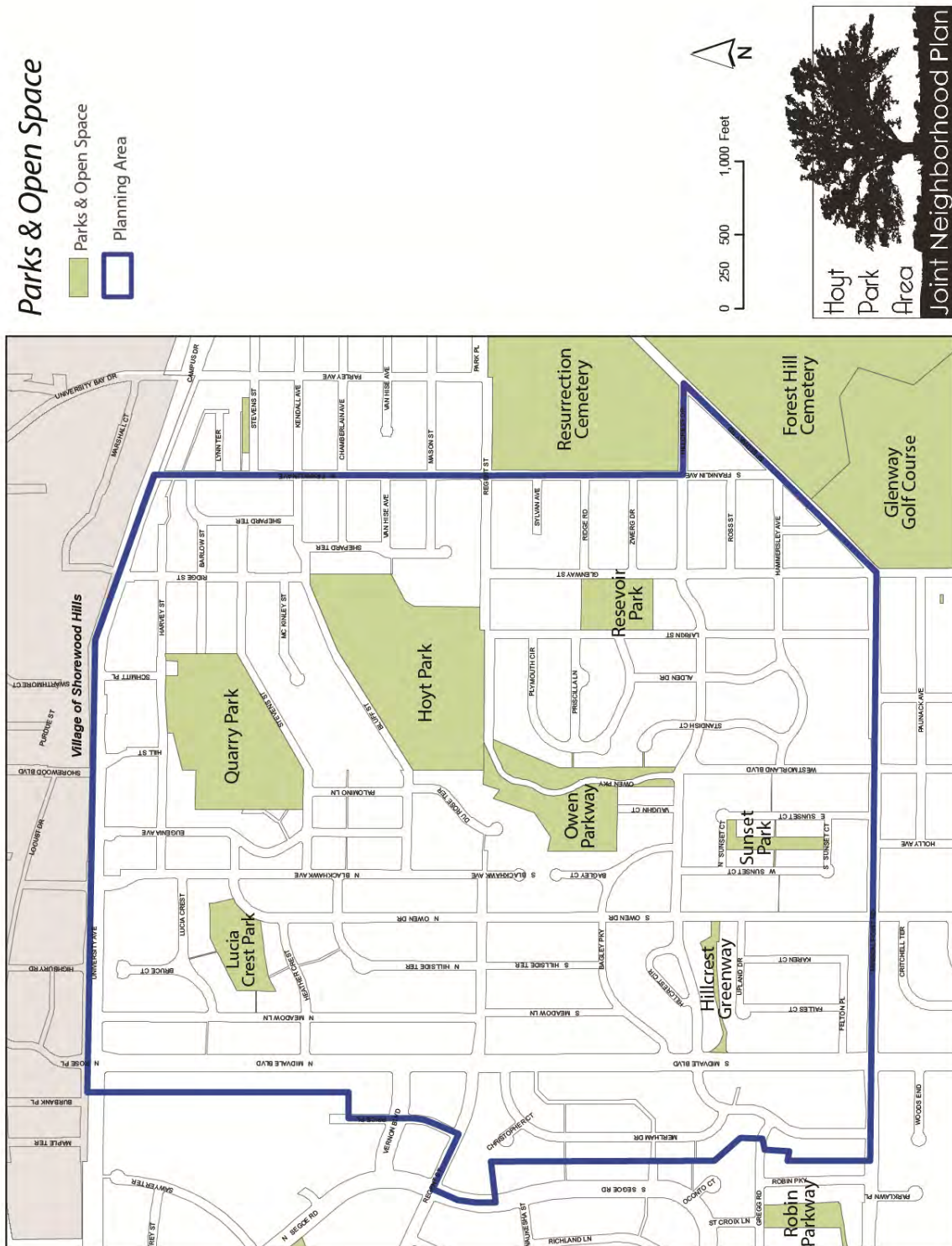
Parks & Open Space

Map A-10 depicts the wealth of parks and open spaces in the planning area.

- Hoyt Park (24.01 acres), a landmark site, has a unique history and design and is one of Madison's most visited parks. Hoyt Park was acquired and developed between 1892 and the 1950's to provide a variety of recreational opportunities. The natural landscape includes a mix of young and old-growth vegetation, a network of paved and unpaved hiking trails, unique rock formations, and woodland and prairie ecosystems. Stone fireplaces and shelters, built in the 1930's by the Works Progress Administration and recently restored, are scattered throughout. In the early years, Madison's only ski jump and one of two city toboggan slides were located in the park. Today, it includes playground equipment, basketball court, softball field, and a large grassy clearing suitable for soccer, football, or Frisbee. The City continues to implement the Park's master plan with volunteer help from the Friends of Hoyt Park.
- Quarry Park (17.16 acres) is a former quarry that includes a leashed dog area and popular mountain bike trails.
- Lucia Crest Park (4.37 acres) includes playground equipment, basketball courts, and a shelter.
- Reservoir Park (4.13 acres) includes playground equipment, many trees, native plantings, and an underground water reservoir.
- Sunset Park (1.33 acres) includes playground equipment and basketball courts.
- Glenway Golf Course (55 acres), located just outside the planning area, features a par 32, 9-hole golf course that opened for play in 1927 with small greens and mature tree-lined fairways. It is a popular course with beginners, juniors, seniors, and family play.



Map A-10: Parks & Open Space



Community Facilities & Assets

Public parks and open space is one of the Area's biggest assets. See the previous section for a description of each park. The Area is also fortunate to have excellent access to a variety of commercial businesses and services, most within walking or biking distance.

Fire Station

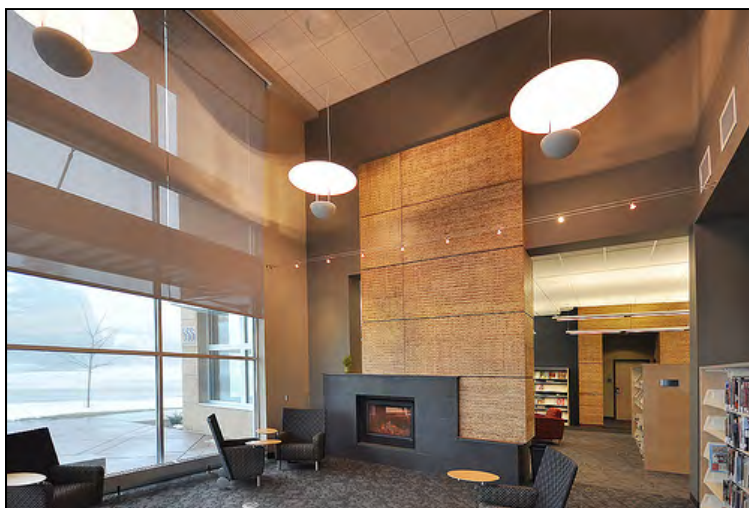
Madison Fire Station #9 is located in the planning area at 201 N. Midvale Boulevard. It is staffed daily with four firefighters and two firefighter/paramedics who work 24-hour shifts. Station #9 is a single company station with an Engine Company and Medic Unit. The firehouse was built in 1957 to accommodate Madison's then-west side.



Fire Station #9

Public Library

The Sequoya Branch Library is located near, but outside, the planning area at the corner of Tokay and Midvale Boulevards. The 20,000 square foot library was constructed in 2008 and incorporates many "green" features including a visible gray water system, recycled building materials, and energy saving appliances and fixtures. The library also houses Madison's largest and most heavily used picture book collection.



Sequoya Branch Library

Public Schools

There are no active schools in the planning area. School-aged children attend the paired elementary schools of Midvale (Grades K-2) and Lincoln Elementary (Grades 3-5), Hamilton Middle, and then West High School. Table A-11 shows the number of school aged children in the planning area back to the 1994-1995 school year and Table A-12 includes the number of those children attending a local public school. The data indicates that the number of elementary age children has increased in the past few years. A former public school facility, Hoyt School (3802 Regent) is currently used as administrative offices for Madison School Community Recreation.



Table A-11: School Age Children in Census Tract 8, 1994-2012

| School | 1994-1995 | 1999-2000 | 2004-2005 | 2009-2010 | 2010-2011 | 2011-2012 |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Kindergarten | 24 | 15 | 19 | 29 | 13 | 23 |
| Grade 1 | 15 | 15 | 19 | 24 | 28 | 12 |
| Grade 2 | 19 | 25 | 24 | 25 | 23 | 28 |
| Grade 3 | 19 | 14 | 14 | 19 | 23 | 22 |
| Grade 4 | 23 | 18 | 18 | 8 | 23 | 26 |
| Grade 5 | 13 | 10 | 10 | 18 | 9 | 22 |
| Total Elementary | 113 | 97 | 104 | 123 | 119 | 133 |
| Grade 6 | 20 | 15 | 5 | 18 | 18 | 11 |
| Grade 7 | 24 | 21 | 16 | 25 | 16 | 16 |
| Grade 8 | 24 | 22 | 26 | 17 | 25 | 17 |
| Total Middle | 68 | 58 | 47 | 60 | 59 | 44 |
| Grade 9 | 17 | 26 | 25 | 26 | 24 | 28 |
| Grade 10 | 33 | 26 | 24 | 25 | 28 | 24 |
| Grade 11 | 25 | 25 | 29 | 25 | 22 | 27 |
| Grade 12 | 25 | 34 | 33 | 27 | 22 | 28 |
| Total High School | 100 | 111 | 111 | 103 | 96 | 107 |
| TOTAL | 281 | 266 | 262 | 286 | 274 | 284 |

Source: Madison Metropolitan School District

Table A-12: Hoyt Park Area Public School Enrollment in Census Tract 8

| School | 1994-1995 | 1999-2000 | 2004-2005 | 2009-2010 | 2010-2011 | 2011-2012 |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Midvale Elementary | 45 | 47 | 41 | 60 | 49 | 52 |
| Lincoln Elementary | 52 | 33 | 31 | 31 | 40 | 50 |
| Other MMSD | 16 | 17 | 32 | 32 | 30 | 31 |
| Total | 113 | 97 | 104 | 123 | 119 | 133 |

Source: Madison Metropolitan School District



Table A-13: Midvale-Lincoln Enrollment Projections

| School | Year | Kindergarten | Grade 1 | Grade 2 | Grade 3 | Grade 4 | Grade 5 | Total |
|---------|------|--------------|------------|------------|------------|------------|------------|-------|
| Lincoln | 2013 | 9 | 9 | 7 | 121 | 126 | 107 | 380 |
| Lincoln | 2014 | 9 | 9 | 9 | 121 | 120 | 125 | 393 |
| Lincoln | 2015 | 8 | 8 | 9 | 127 | 120 | 121 | 393 |
| Lincoln | 2016 | 8 | 8 | 8 | 126 | 129 | 120 | 399 |
| Lincoln | 2017 | 7 | 8 | 8 | 117 | 122 | 121 | 383 |
| Midvale | 2013 | 136 | 130 | 123 | NA | NA | NA | 389 |
| Midvale | 2014 | 128 | 134 | 128 | NA | NA | NA | 390 |
| Midvale | 2015 | 123 | 126 | 131 | NA | NA | NA | 380 |
| Midvale | 2016 | 119 | 120 | 123 | NA | NA | NA | 362 |
| Midvale | 2017 | 115 | 114 | 119 | NA | NA | NA | 349 |

Source: Madison Metropolitan School District

Table A-14 depicts all kindergarten through 5th grade students who live in the Midvale-Lincoln Elementary School attendance area. It should be noted that not all students attend Midvale-Lincoln; the Midvale-Lincoln attendance area is larger than Census Tract 8. While the data suggests that attendance in this area has increased over the last five years, Midvale-Lincoln has experienced similar peaks in the past followed by several years of decline. According to data in Table A-16, the percentage of low income students in the planning area is declining.

Table A-14: Midvale-Lincoln Kindergarten-Grade 5 Enrollment

| Year | K-Grade 5 Students in Midvale-Lincoln Attendance Area |
|-----------|---|
| 2007-2008 | 231 |
| 2008-2009 | 249 |
| 2009-2010 | 269 |
| 2010-2011 | 269 |
| 2011-2012 | 291 |

Source: Madison Metropolitan School District

Table A-15: Percentage of Low Income Students Attending MMSD in Tract 8

| | 2007-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 |
|--------------------|-----------|-----------|-----------|-----------|-----------|
| Percent Low Income | 13 | 13 | 17 | 16 | 15 |

Source: Madison Metropolitan School District

Community Recreation Facility

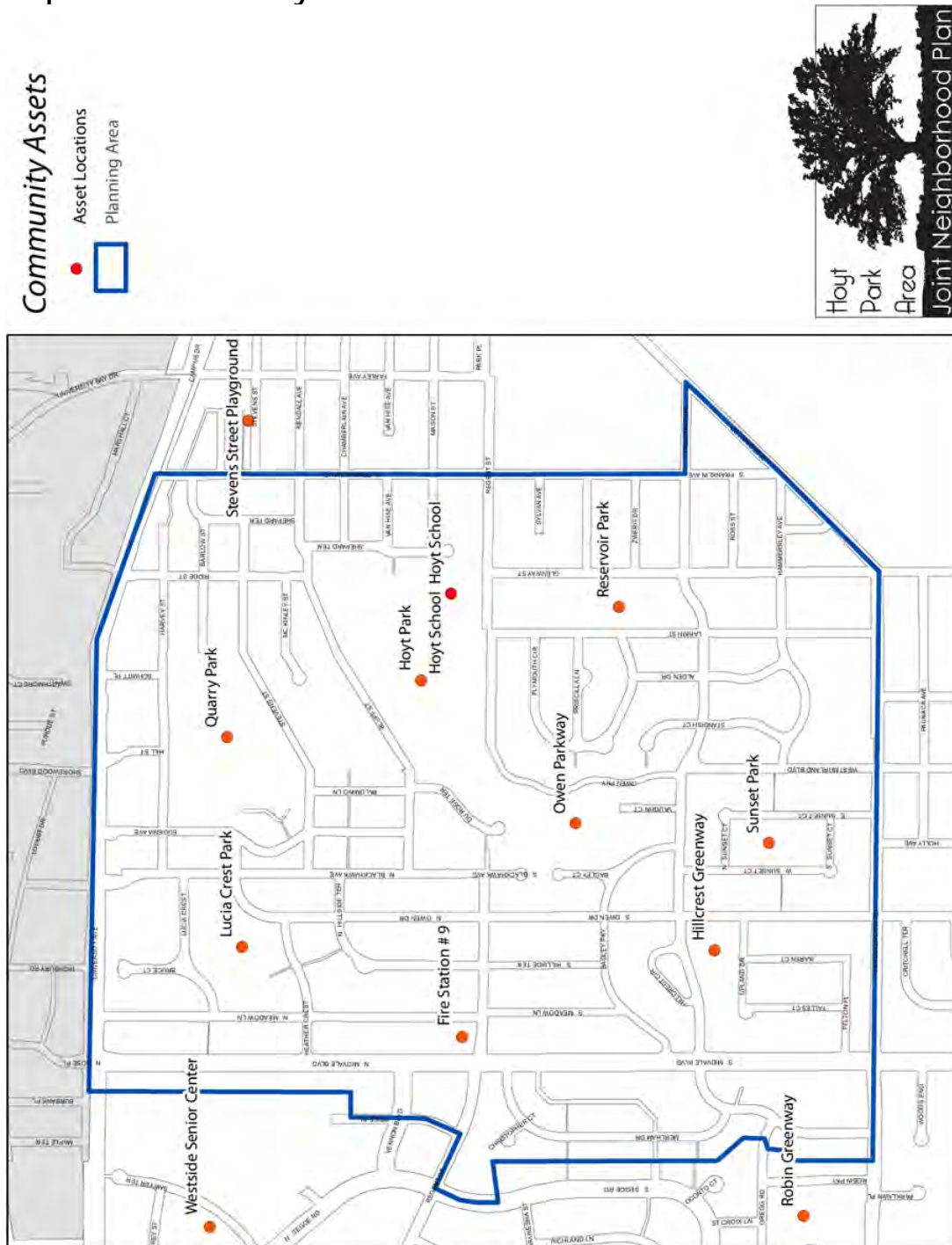
Madison School & Community Recreation (MSCR) is located at 3802 Regent Street in the planning area. MSCR, a department of the Madison Metropolitan School District, offers a wide range of year-round recreation programs and services for all ages for residents within the boundaries of the School District. MSCR has served the community for over 80 years. A variety of art, fitness, and other classes are offered at this location.



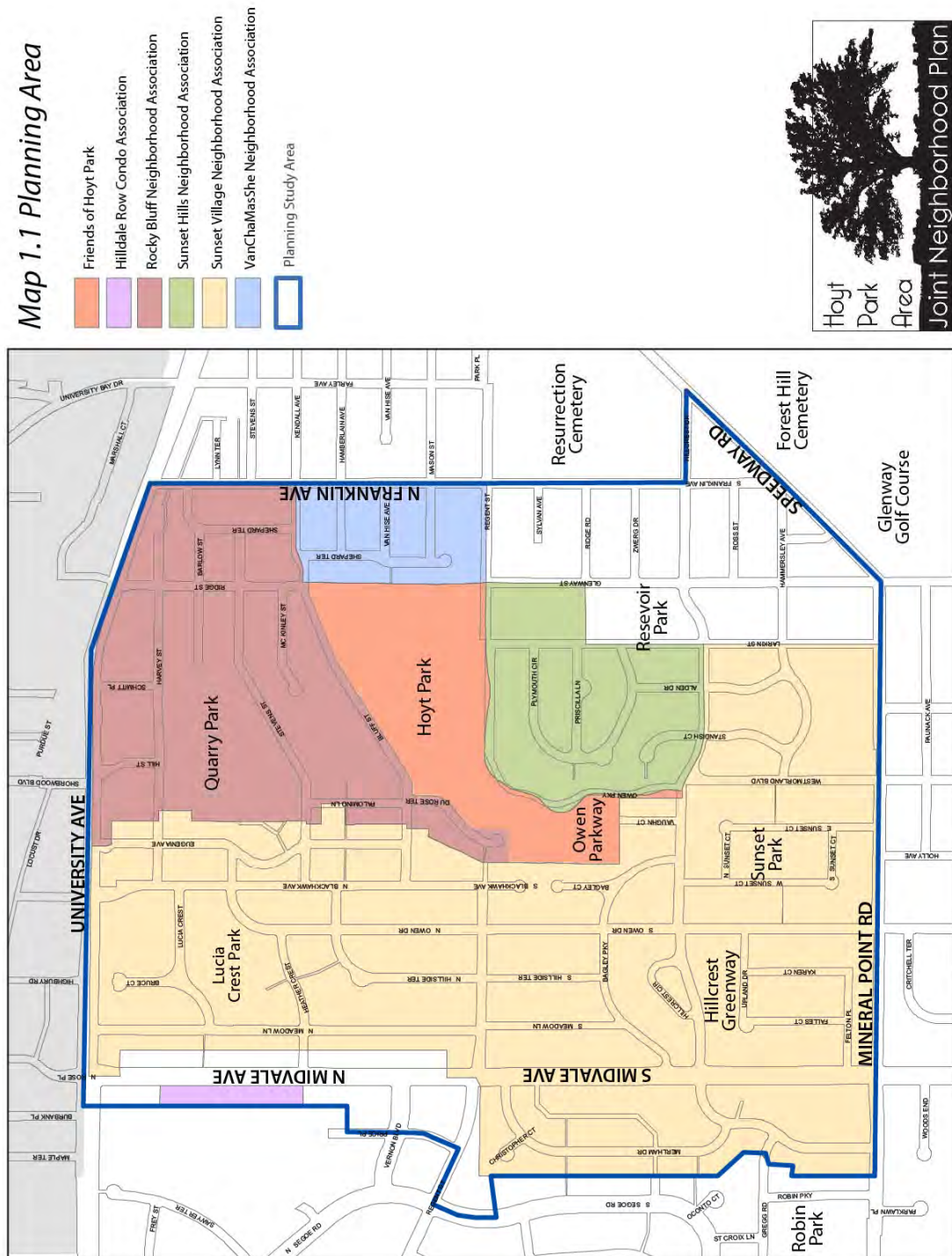
Wellhead Protection Area

A City of Madison wellhead is located in the planning area on University Avenue. The wellhead protection area extends between Stevens Street and Grand Avenue from University Avenue south to Chamberlain Avenue.

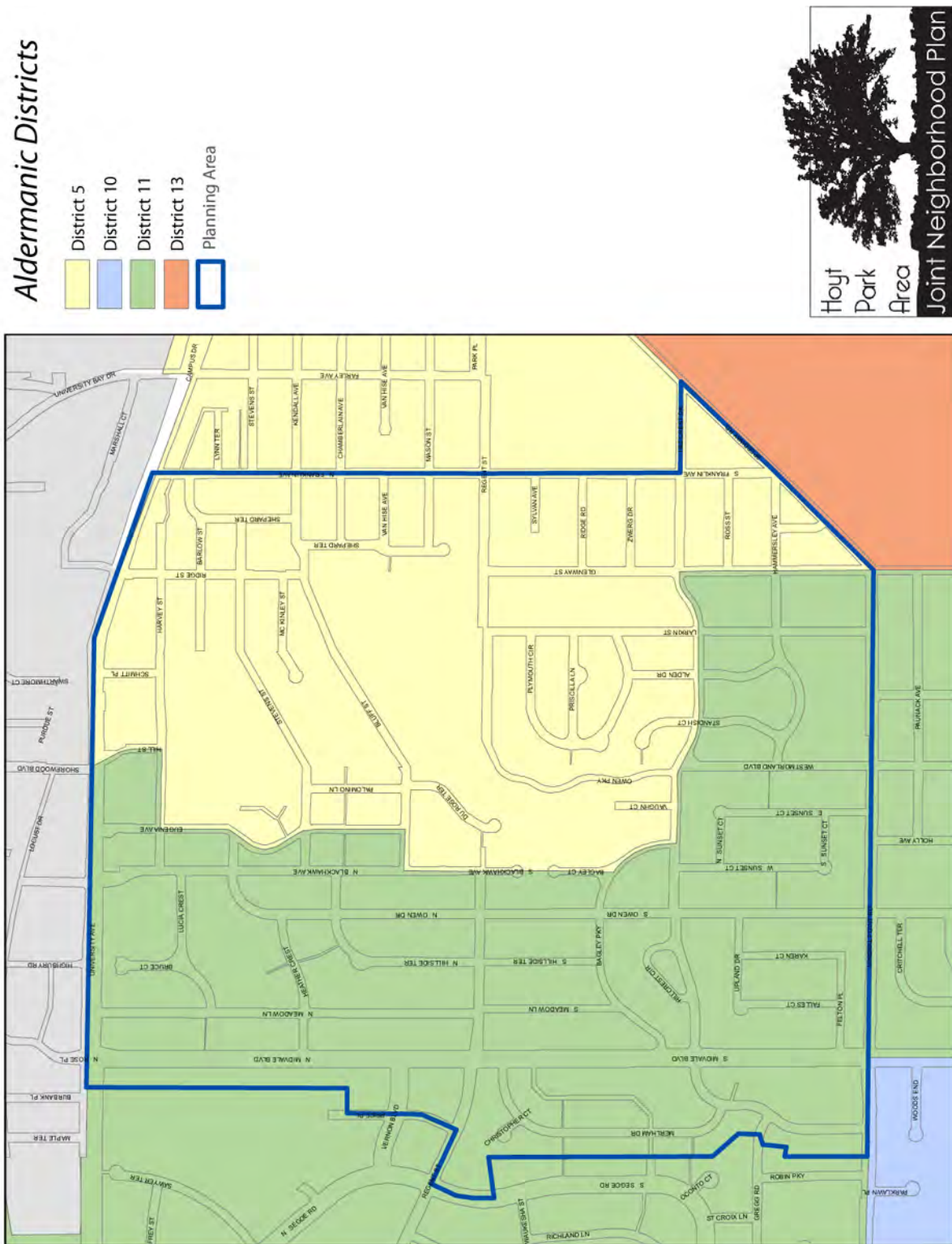
Map A-11: Community Assets



Map A-12: Neighborhood Associations



Map A-13: Aldermanic Districts



APPENDIX B ► EXISTING PLANNING DOCUMENTS

The Area's future opportunities and vision are based, in part, on relevant plans and initiatives. The most recent and relevant plans to the Area's visioning and planning process are summarized below.

City of Madison Comprehensive Plan (2006)

This Plan provides an overall framework for coordinating the multiple levels of community planning, evaluating city-wide, neighborhood and special area plans against common goals and objectives, and aligning them to the greatest extent possible. Volume I includes background information and Volume II includes goals, objectives, policies and implementation recommendations. Map B-1 City of Madison Land Use Plan identifies the majority of the neighborhood as "Low Density Residential (0-15 units per acre)." The intersections of Midvale Boulevard/Tokay Boulevard Mineral Point Road/Glenway Street/Speedway Boulevard are planned for "Neighborhood Mixed-Use" and the University Avenue corridor is "Community Mixed-Use." Map 2-5 identifies potential infill and redevelopment areas in the neighborhood at Midvale Boulevard/Tokay Boulevard, Mineral Point Road/Glenway Street/Speedway Boulevard, and the University Avenue corridor.

City of Madison Park and Open Space Plan (2012-2017)

The City of Madison recently adopted its Park and Open Space Plan in 2012. The purpose of the Park and Open Space Plan (POSP) is to serve as a long range planning guide for decisions made by City Boards and Commissions, City agencies and staff. It is a tool used to guide decisions for a variety of Park and Open Space issues such as city policies, park acquisitions, facility development, as well as park funding. The POSP is also a necessary component to be eligible for Federal and State grants. The Plan recommends renovating older parks to preserve historic elements while bringing the parks to current design standards, uses and maintenance requirements. A program of this type has been started for Hoyt Park, where the master plan was updated and improvements are being made. The Plan does not include specific recommendations for the other parks in the Area.

Historic Hoyt Park – A Future Plan (2006)

This report surveys the state of Hoyt Park as of the summer of 2005 and recommends a plan of action for the Friends of Hoyt Park for 2006-2010 and proposes projects for these five years. Many require participation or support from the Friends' partner, the Madison Parks Division. The Detailed Recommendations address issues specific to the various geographic areas of Hoyt Park, including the Sunset Point Overlook and Picnic Grove areas, Owen Parkway, the Woods West of the Parking Lot, the Regent Street Stone Gate, the Central Services Area, and the Lower Quarry Area (i.e., the Ready Prairie). The Detailed Recommendations cover such issues as Communication, Biotic Environment; Storm Water Management; Accessibility and Paths; Structures; and Roads, Signs, and Utilities.

City of Madison Zoning Code and Map

The City recently adopted a new Zoning Code and Map. See map B-2. With the adoption of the City's Comprehensive Plan in 2006, the existence of numerous adopted neighborhood and special area plans, and steady growth, the City recognizes the need to update its Zoning Code. The previous Zoning Code dates from 1966 and did not always reflect best zoning and planning practices. Further, it is not effective in implementing the land use and design recommendations in Madison's adopted plans. Large areas of Madison's older neighborhoods are nonconforming which leads to frequent variance requests and incremental amendments to the Zoning Code. In the new zoning code, the single-family residential areas in the neighborhood are zoned Traditional Residential-Consistent 1 (TR-C1) or Traditional Residential-Consistent 2 (TR-C2) on the draft zoning map.



University Avenue Corridor Plan (in progress)

University Avenue, from the 1600 block to 2600 block, is a collector street in the Regent Neighborhood. Prior to the construction of Campus Drive in 1968, the street was the major east-west thoroughfare connecting Madison's Westside to the campus and Downtown. The Campus Drive bypass diverted traffic from the once bustling street. The positive of the bypass: adjacent residential neighborhoods have benefitted from a less traffic congested street. The negative of the bypass: fewer neighborhood-serving businesses are operating because of local traffic patterns and the growing competition of the Hilldale area. It is anticipated the corridor plan will be completed by the end of 2013.

Village of Shorewood Hills Comprehensive Plan (2009)

This Plan includes the nine required elements under the "Smart Growth" legislation; its stated role is to create, design, and implement a vision for the future of the Village of Shorewood Hills. The Plan acknowledges that changing land uses is one of the Village's key planning issues. Areas closest to University Avenue are most susceptible to such pressures. The Plan seeks to identify what areas are likely to be most vulnerable and to take measures to ensure that the land is used in the best interest of the Village and its residents with the underlying concept of Community Character as the starting point. The Plan identifies areas along University Avenue adjacent to nearby the planning area as likely candidates for redevelopment over the life of the Comprehensive Plan. These areas are depicted in Map 3-2 which are planned to convert from their current office or commercial to more compact, mixed-use, walkable development including the Marshall Court corridor, the Pyare/Walnut Grove/McDonald's area, and the AT&T Plaza/Village Hall/Shorewood Shopping Center area. The Plan also supports alternative modes of transportation (e.g. walking, biking, carpooling) to reduce traffic problems.

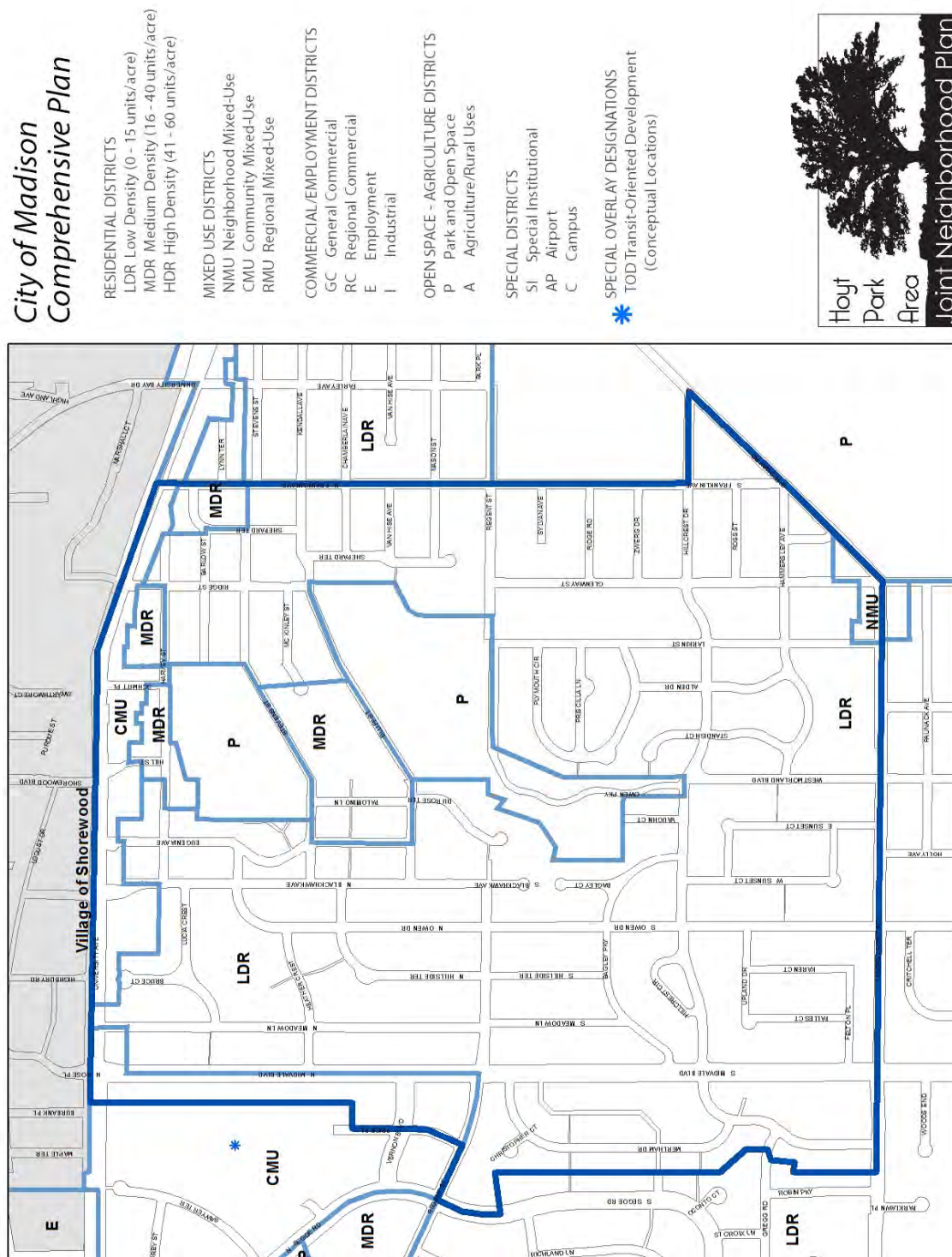
Midvale-Westmorland Neighborhood Plan (2009)

The Plan was developed to serve as a comprehensive guide to preserve the vitality and high quality of life in these neighborhoods. The planning area is bounded by the Highway 18/151/ West Beltline Highway corridor to the south, Whitney Way to the west, Mineral Point Road to the north, and the Southwest Bike Path and Glenway Golf Course to the east. The recommendations for future land use are primarily focused on preserving and enhancing the existing single-family nature of the neighborhood. The Plan does identify sites and specific redevelopment guidelines for possible future redevelopment, including the Westgate Mall, the Mineral Point/Speedway/Glenway intersection, and several smaller areas within the neighborhood.

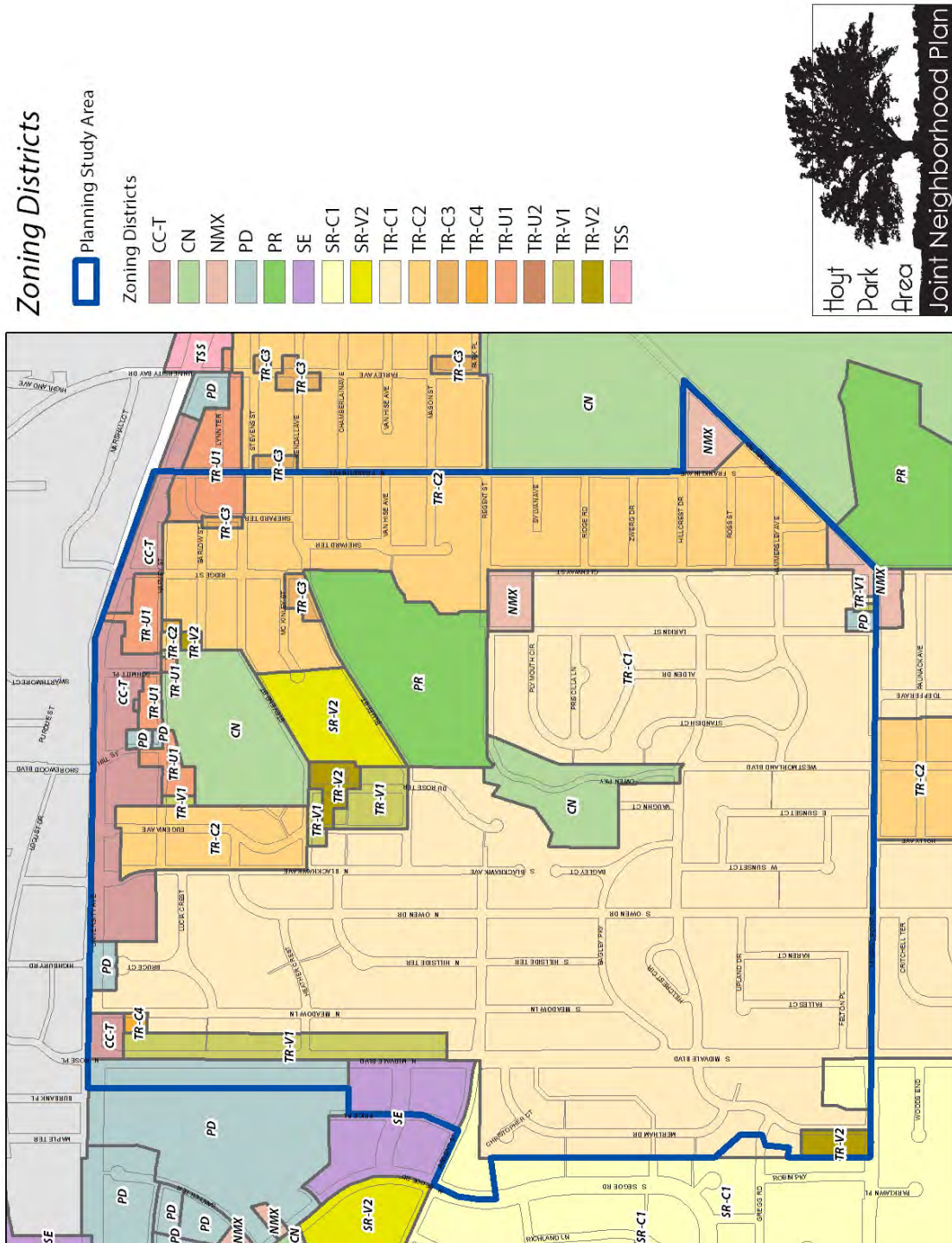
The Plan proposes enhancing the interconnected multi-modal transportation network and improving efficiency, accessibility and safety throughout the neighborhood. Detailed recommendations include completing missing linkages in the multimodal path and sidewalk network, and improving pedestrian, bicycle and motorist interaction at key crossing points including the Southwest Path and Glenway Street, Midvale Boulevard and Tokay Boulevard, and Whitney Way and Odana Road. To address the needs of the future population and to diversify housing options, the Plan supports 'life-cycle' housing to create housing options for individuals at every stage of life. To promote long-term economic vitality and growth, the Plan focuses on the importance of integrating retail, commercial and employment centers strategically throughout the neighborhood. The Plan also recommends the neighborhoods develop educational materials for homeowners to use when remodeling their homes. Finally, the neighborhoods would like to work with the City of Madison Parks Division and neighborhood residents to identify a location for an off-leash dog park.



Map B-1: City of Madison Comprehensive Plan Land Use



Map B-2: City of Madison Existing Zoning Districts



APPENDIX C ► PUBLIC PARTICIPATION RESULTS

Public Meeting #1

The City hosted a public meeting on September 13th, 2011 to kick off the planning process and gather initial input from stakeholders about assets, concerns, and their vision for the future. Over 115 people attended the event; the City received 37 completed comment forms.

- **Redevelopment:** Majority of participants preferred to maintain the area's low density single-family character, however some supported new mixed-use projects.
 - "Don't be afraid of density."
 - "Low density and single-family homes only."
 - "Need more small houses instead of multi-units."
- **Housing Character:** Participants preferred small houses in a variety of architectural styles with small garages using natural building materials such as wood and stone.



- **Housing Needs:** Some participants felt that housing needs have changed compared to 50 years ago, including the demand for larger homes and garages, senior housing, and apartments. Others felt that needs have not changed and the neighborhood is continuing to meet the housing needs of residents.
 - "Could probably use a senior housing area with nearby shopping."
 - "Today there is a greater need for low income housing."
 - "The homes are meeting these needs."
 - "Don't really see it as different now and then."
- **Parks and Open Space:** Participants indicated overwhelming support for existing park facilities. Ideas for new improvements included a dog park, community garden, and trails.
- **Transportation:** Participants identified a variety of traffic concerns including dangerous intersections, traffic speed, nonresident parking, and problems with recent traffic calming projects. There were a variety of opinions about sidewalks.



- “There is no need to add sidewalk to 70 year old neighborhood.”
- “Sidewalk on Bagley between Hillside and Owen needed.”
- “Lack of sidewalk allows larger front lawns, adding to ‘spacious’ feel, ‘village’ character of neighborhood.”
- ▶ Vision and Place Making: Participants most often used the following words and phrases to describe their vision for the neighborhood.
 - Modest single-family housing
 - Unique, quaint, and quiet
 - Green
 - Family-oriented, friendly, and walkable

Walkabouts

The Steering Committee hosted seven walkabouts in September 2011 to provide an opportunity for residents to talk a closer look at their neighborhoods and provide feedback. Although more people participated in one of the walkabouts, the Committee received 22 completed worksheets, summarized below.

- ▶ Renovations and Expansions:
 - Respect the original design of the home
 - Avoid large projecting garages
- ▶ Special Places:
 - Hoyt Park; need to address traffic management and erosion control
 - Sunset Park
 - Reservoir Park
 - Mature trees
 - Streets without curbs
 - Churches and schools
- ▶ Public Artwork:
 - Modern effigy mounds in Hoyt Park
 - Commercial/office area south of Hilldale
 - More landscaping in median, possibly maintained by volunteers
 - Landscaping Reservoir Park
 - Boulevard rain gardens
 - Prefers using funds to maintain existing public spaces
 - Interactive feature at Lucia Crest Park
 - No artwork
 - Artist signs along Franklin
- ▶ Redevelopment:
 - Several participants were concerned about high density on Mount Olive site and suggested it should continue to be a place of worship
 - Yoga center at Mount Olive site
 - Senior housing on the old WIBA studio site
 - Mixed-use at the intersection of Glenway and Speedway



- New commercial at the northeast corner of Midvale and Regent using similar design principles as Hilldale
- New commercial along Midvale (4-6 stories ok)
- Limit redevelopment to existing commercial lots
- Incorporate landscaping and green features to soften development
- Need better buffers between land uses
- ▶ Sidewalks:
 - The majority of respondents felt that no additional sidewalks are needed
 - Franklin between Regent and Speedway
 - Bike lanes on Regent Street
 - Need to clearly mark and maintain public walkthroughs
- ▶ Streets:
 - The majority of respondents prefer to keep “rural” street without curbs
 - Need to address stormwater management on streets without curbs
 - Need curbs on Owen Parkway
 - Need better pedestrian crossings on University Avenue

Public Meeting #2

The City hosted a public meeting on December 6th, 2011 to gather feedback from residents and stakeholders about the draft Vision and Principles graphic and the preliminary focus area concepts. Over 82 people attended the event.

- ▶ Draft Vision and Principles: Participants generally agreed with the draft vision statement and principals. In particular, participants demonstrated a desire preserve the existing family-friendly character while maintaining the diverse elements of the neighborhood. Participants also indicated a desire to promote neighborhood-serving commercial uses (e.g. coffee and local shopping) on the perimeter of the neighborhood and a desire to preserve and enhance open space and trails throughout. Traffic was also identified as a key concern and one that should be separated from general safety issues which were identified to be minimal.
- ▶ Midvale Boulevard Concept: Participants were generally supportive of this concept.
 - Areas A and C: Participants were generally supportive of mixed-use development with an emphasis on employment and maintaining the existing fire station. Participants agreed that adequate parking is critical. Participants were supportive of the concept of underground, shared, or structured parking. There was some disagreement about the heights of new buildings; between 2 and 6 stories were suggested.
 - Area B: Participants agreed that this area should remain low density with heights not to exceed 3 stories. Participants indicated a preference for yard space in rear of buildings instead of rear parking to provide a backyard relationship to the single-family residential on Meadow Lane.
- ▶ University Avenue West Concept: Participants were generally supportive of this concept, indicating that it meets the needs of the area. In particular, participants indicated support for increasing pedestrian access and safety and promoting walkable/bikeable neighborhood amenities, such as the existing yoga studio, coffee shop, and restaurants. Participants also noted a strong desire to provide adequate parking facilities for all uses.



- Area D: Participants indicated that building heights of 2-3 stories are preferred in this area. Participants suggested that commercial uses should be focused toward University Avenue and that driveway connections from commercial uses be prohibited to neighborhood streets.
- Area E: Participants favored this area developing as with a mix of uses. Participants also indicated a preference for underground or structured parking instead of surface parking behind buildings abutting residential uses.
- ▶ University Avenue East Concept: Participants were generally supportive of redevelopment occurring in these areas. Participants suggested row housing may be appropriate for an of the areas along Harvey Street.
 - Area F: Participants agree with the proposed redevelopment and building heights for this area, as well as a desire to minimize surface parking.
 - Area G: Participants indicated that the potential redevelopment of this area is needed as much of the building stock is ripe for redevelopment and there is no transition from commercial to residential uses.
 - Area H: Participants were support of the redevelopment proposed for this area. Participants also indicated a need to focus on walkable development and to maintain a transition between commercial and residential uses.
- ▶ Bluff-Stevens Street Concept: Participants were generally supportive of this concept. Participants also noted that maintaining green space in this area is a priority as well as providing better connectivity throughout the neighborhood for pedestrian and bicycle movements, particularly between Quarry and Hoyt Parks. For both Areas I and J there were varying opinions on building heights and density. Many participants indicated that the existing density is adequate while other supported increased density to take advantage of the close proximity to the University and public transportation.
- ▶ Mineral Point-Speedway Concept: Participants were generally supportive of this concept.
 - Area K: Participants indicated a preference for small-scale commercial or mixed-uses for Area K.
 - Area L: Participants generally indicated a preference for campus-style community or institutional land uses for Area L; however, participants also noted concern with traffic impacts associated with new development. Participants also suggested that building heights should be limited to 2-3 stories to prevent a monolithic effect for single-family homes on the opposite side of Mineral Point.
 - For both Areas K and L, participants noted that surface parking should be placed away from residential uses and that a carefully placed buffer or transition area between commercial and residential uses is important. Finally, participants indicated a desire to maintain walkability in this area as well as a desire to improve pedestrian and bicycle safety.

Business Survey Summary

The City of Madison Office of Business Resources distributed a questionnaire to business tenants/owners located in the Hoyt Park Area Planning Study Area in the fall of 2011. Out of the 74 businesses receiving the questionnaire, 12 businesses responded to the business climate in the area. Five of the respondents were located along University Avenue, six of the respondents were located at the Midvale and Vernon Boulevard intersection, and one respondent was located on the south side of Speedway at Glenway.

Due to the low response rate, the survey is not statistically valid. Those respondents that did respond indicated location and convenient transportation routes were advantages. The major disadvantage stated was the lack of parking.

Three suggestions for improving the business climate were provided by respondents: 1) Small business owners/tenants should work together as a community, similar to the Downtown business group; 2) improve and update the building architecture along University Avenue promoting non-transportation type uses; and 3) support revamping Hilldale Mall to a premier shopping center.



Public Meeting #3

The City hosted a public meeting on May 30th, 2012 to gather feedback from residents and stakeholders about the draft Plan. Over 120 people attended the event. Forty comment forms were received. Not all comment forms were 100% complete. Following is the summary of the comment forms received, with both the number of responses and percentage of total comment forms received.

CHAPTER 2: VISION AND PRINCIPLES

How would you rate your overall level of support for the following policies and recommendations?
(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | | Fully Support |
|---------------------|--|----------------|--------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 2 | Vision Statement | 2 (5.0%) | 6 (15.0%) | 3 (7.5%) | 10 (25.0%) | 13 (32.5%) |
| 0 | Principles | 2 (5.0%) | 4 (10.0%) | 7 (17.5%) | 9 (22.5%) | 11 (27.5%) |
| 1 | Neighborhood Sustainability Priorities | 0 (0%) | 2 (5.0%) | 4 (10.0%) | 12 (30.0%) | 15 (37.5%) |

CHAPTER 3: LAND USE

How would you rate your overall level of support for the following policies and recommendations?
(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | | Fully Support |
|---------------------|--|----------------|-------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 11 | Preserve the existing character, land use, and building relationships in Neighborhood Preservation Areas | 0 (0%) | 1 (2.5%) | 3 (7.5%) | 12 (30.0%) | 22 (55.0%) |
| 5 | Direct land use change to Focus Areas and encourage Mixed-Use development | 13 (32.5%) | 2 (5.0%) | 4 (10.0%) | 8 (20.0%) | 10 (25.0%) |

CHAPTER 4: HOUSING

How would you rate your overall level of support for the following policies and recommendations?
(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | | Fully Support |
|---------------------|---|----------------|--------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 10 | Protect the Area's existing housing stock | 1 (2.5%) | 0 (0%) | 2 (5.0%) | 10 (25.0%) | 25 (62.5%) |
| 2 | Promote the development of high quality senior/empty nester housing options | 8 (20.0%) | 8 (20.0%) | 6 (15.0%) | 5 (12.5%) | 8 (20.0%) |
| 3 | Improve connectivity within and outside the Area | 5 (12.5%) | 1 (2.5%) | 8 (20.0%) | 7 (17.5%) | 15 (37.5%) |



CHAPTER 5: FOCUS AREAS

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|------------------------|---|----------------|--------------|---------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 2 | Overall Redevelopment Standards | 4 (10.0%) | 2 (5.0%) | 7 (17.5%) | 5 (12.5%) | 7 (17.5%) |
| 0 | Hilldale Mall Area | 2 (5.0%) | 1 (2.5%) | 5 (12.5%) | 15 (37.5%) | 11 (27.5%) |
| 0 | West Midvale Boulevard Mixed-Use | 3 (7.5%) | 2 (5.0%) | 12 (30.0%) | 7 (17.5%) | 9 (22.5%) |
| 0 | East Midvale Boulevard Transition Area | 1 (2.5%) | 4 (10.0%) | 5 (12.5%) | 13 (32.5%) | 6 (15.0%) |
| 0 | Institutional Use | 1 (2.5%) | 1 (2.5%) | 5 (12.5%) | 13 (32.5%) | 9 (22.5%) |
| 1 | University Avenue Liner Commercial | 0 (0%) | 7 (17.5%) | 7 (17.5%) | 6 (15.0%) | 9 (22.5%) |
| 1 | Blackhawk Avenue Mixed-Use Node | 3 (7.5%) | 3 (7.5%) | 10 (25.0%) | 4 (10.0%) | 9 (22.5%) |
| 2 | Hill Street Mixed-Use | 5 (12.5%) | 8 (20.0%) | 3 (7.5%) | 6 (15.0%) | 7 (17.5%) |
| 2 | Harvey Street Mixed-Use | 7 (17.5%) | 4 (10.0%) | 7 (17.5%) | 4 (10.0%) | 9 (22.5%) |
| 2 | East Harvey Transition Area | 6 (15.0%) | 5 (12.5%) | 7 (17.5%) | 4 (10.0%) | 8 (20.0%) |
| 0 | North Franklin Residential Transition Area | 1 (2.5%) | 3 (7.5%) | 12 (30.0%) | 5 (12.5%) | 8 (20.0%) |
| 0 | Palomino/ Eugenia Medium Density Res. | 1 (2.5%) | 9 (22.5%) | 6 (15.0%) | 6 (15.0%) | 8 (20.0%) |
| 4 | Bluff/Stevens Medium Density Res. | 7 (17.5%) | 9 (22.5%) | 2 (5.0%) | 4 (10.0%) | 9 (22.5%) |
| 9 | Mineral Pt/Speedway Neighborhood Commercial | 13 (32.5%) | 1 (2.5%) | 5 (12.5%) | 6 (15.0%) | 7 (17.5%) |
| 13 | Mineral Point Road Institutional Campus | 17 (42.5%) | 0 (0%) | 8 (20.0%) | 4 (10.0%) | 5 (12.5%) |

CHAPTER 6: SINGLE-FAMILY CHARACTER

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|------------------------|--|----------------|-------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Guidelines for lot splits and combinations, front yards, house orientation, building articulation, and garages | 1 (2.5%) | 3 (7.5%) | 5 (12.5%) | 17 (42.5%) | 5 (12.5%) |
| 1 | Require compliance for complete demolition and replacement projects and conditional uses | 3 (7.5%) | 1 (2.5%) | 6 (15.0%) | 12 (30.0%) | 10 (25.0%) |



CHAPTER 7: BIKE AND PEDESTRIAN FACILITIES

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|---------------------------|--|----------------|--------------|---------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 9 | Sidewalk improvements on “Pedestrian & Transit Improvements” map | 9 (22.5%) | 7 (17.5%) | 5 (12.5%) | 2 (5.0%) | 8 (20.0%) |
| 4 | Transit improvements on “Pedestrian & Transit Improvements” map | 6 (15.0%) | 2 (5.0%) | 10 (25.0%) | 5 (12.5%) | 7 (17.5%) |
| 8 | Bicycle improvements on “Bicycle Routes and Improvements” map | 8 (20.0%) | 1 (2.5%) | 2 (5.0%) | 5 (12.5%) | 14 (35.0%) |

Please provide other comment on this Chapter using the black and white copies of “Pedestrian & Transit Improvements” and “Bicycle Routes & Improvements” maps at this station.

CHAPTER 8: PARKS AND OPEN SPACE

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|------------------------|---|----------------|--------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | Implement Hoyt Park improvements | 6 (15.0%) | 2 (5.0%) | 4 (10.0%) | 12 (30.0%) | 10 (25.0%) |
| 4 | Implement Quarry Park improvements | 6 (15.0%) | 1 (2.5%) | 5 (12.5%) | 11 (27.5%) | 11 (27.5%) |
| 0 | Implement Reservoir Park improvements | 3 (7.5%) | 0 (0%) | 8 (20.0%) | 13 (32.5%) | 11 (27.5%) |
| 2 | Develop a migrating bird sanctuary pilot project | 4 (10.0%) | 3 (7.5%) | 2 (5.0%) | 14 (35.0%) | 12 (30.0%) |
| 3 | Explore options for urban agriculture at Lucia Crest Park and Quarry Park | 7 (17.5%) | 4 (10.0%) | 2 (5.0%) | 12 (30.0%) | 9 (22.5%) |
| 3 | Encourage urban forestry | 2 (5.0%) | 0 (0%) | 1 (2.5%) | 9 (22.5%) | 22 (55.0%) |



CHAPTER 9: INFRASTRUCTURE

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|------------------------|--|----------------|-------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 5 | Implement a South Owen Drive stormwater management pilot program | 3 (7.5%) | 0 (0%) | 8 (20.0%) | 9 (22.5%) | 13 (32.5%) |
| 4 | Explore alternatives to address safety issues at the intersection of Mineral Point and Midvale | 1 (2.5%) | 0 (0%) | 2 (5.0%) | 12 (30.0%) | 18 (45.0%) |
| 3 | Explore Alternative 1 on Owen Parkway | 7 (17.5%) | 3 (7.5%) | 4 (10.0%) | 9 (22.5%) | 7 (17.5%) |
| 4 | Explore Alternative 2 on Owen Parkway | 14 (35.0%) | 2 (5.0%) | 6 (15.0%) | 3 (7.5%) | 4 (10.0%) |
| 5 | Explore Alternative 3 on Owen Parkway | 15 (37.5%) | 1 (2.5%) | 5 (12.5%) | 2 (5.0%) | 7 (17.5%) |
| 4 | Explore alternatives to address commuter parking on Area streets | 2 (5.0%) | 3 (7.5%) | 6 (15.0%) | 9 (22.5%) | 13 (32.5%) |

CHAPTER 10: SOCIAL CAPITAL

How would you rate your overall level of support for the following policies and recommendations?

(Please ✓ the box below the shaded number that best corresponds with your level of agreement.)

| ✓ if Top 5 Priority | | Do Not Support | | | Fully Support | |
|------------------------|--|----------------|-------------|--------------|---------------|---------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 0 | Ensure that all areas are covered by a neighborhood association | 1 (2.5%) | 1 (2.5%) | 7 (17.5%) | 3 (7.5%) | 24 (60.0%) |
| 0 | Continue the Hoyt Park Area Joint Steering Committee to help implement this Plan | 9 (22.5%) | 2 (5.0%) | 7 (17.5%) | 5 (12.5%) | 10 (25.0%) |
| 1 | Promote the identity of the Hoyt Park Area through low cost initiatives | 4 (10.0%) | 2 (5.0%) | 5 (12.5%) | 11 (27.5%) | 10 (25.0%) |
| 1 | Forge new relationships to promote and increase neighborhood involvement | 4 (10.0%) | 1 (2.5%) | 5 (12.5%) | 10 (25.0%) | 15 (37.5%) |

IMPLEMENTATION PRIORITIZATION

The following policies and recommendations received the highest implementation prioritization.

- Mineral Point Road Institutional Campus (13).
- Preserve the existing character, land use, and building relationships in Neighborhood Preservation Areas (11).
- Protect the Area's existing housing stock (10).
- Mineral Pt/Speedway Neighborhood Commercial (9).
- Sidewalk improvements on "Pedestrian & Transit Improvements" map (9).
- Bicycle improvements on "Bicycle Routes and Improvements" map (8).
- Implement Hoyt Park improvements (6).



ADOPTING RESOLUTION

File ID: 30377

Adopted: 1/7/2014

Enactment Number: RES-14-00005

Sponsors: Chris Schmidt and Shiva Bida-Sielaff

Referred to: Plan Commission, Board of Estimates, Transit and Parking Commission, Board of Park Commissioners, Sustainable Madison Committee, Urban Design Commission, Long Range Transportation Planning Committee, Landmarks Commission, Pedestrian/Bicycle/Motor Vehicle Commission, Board of Public Works, Economic Development Committee

Author: Jule Stroick Planner IV, Planning Division

Fiscal Note

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

Title

AMENDED Adopting the *Hoyt Park Area Joint Neighborhood Plan* and the goals, recommendations, and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*.

Body

WHEREAS the City of Madison Comprehensive Plan, adopted January 17, 2006, recommends the adoption of neighborhood plans for established residential neighborhoods within the City; and

WHEREAS, the Hoyt Park planning study area consisting of Rocky Bluff, Sunset Hills, Sunset Village, and VanChaMasShe neighborhoods do not currently have a detailed neighborhood plan that establishes policies and makes recommendations to guide decisions regarding the future of this neighborhood (See attached map); and

WHEREAS, a planning consultant (Vandewalle & Associates). was retained to work with residents, neighborhood associations, City staff, and area stakeholders to develop this plan; and

WHEREAS, this effort was funded through a \$50,000 grant award from the City's Neighborhood Planning Grant Program (2011) and \$500 from the Sunset Village Neighborhood Association; and

WHEREAS, the City-Consultant Team conducted three large scale public meetings, distributed an online business questionnaire to business owners/tenants on Midvale, Mineral Point, and University Avenue, and facilitated a dialog among neighborhood association leadership to ensure various perspectives were discussed; and

WHEREAS, the area neighborhood associations established a non-City appointed steering committee, Hoyt Park Area Joint Steering Committee (HPAJSC), with representation from Rocky Bluff, Sunset Hills, Sunset Village, and VanChaMasShe Neighborhood Associations, Hilldale Row Condominium Association, Friends of Hoyt Park and also established a Sustainability Subcommittee focused on identifying strategies to promote sustainability practices within the neighborhood; and



WHEREAS, the HPAJSC conducted thirteen meetings and the Sustainability Subcommittee conducted five meetings to solicit input from the neighborhood association leaders and area residents which the City-Consultant Team attended; and

WHEREAS, in March 2013 the City-Consultant Team released the draft Hoyt Park Area Joint Neighborhood Plan which reflects the vision, goals and objectives, and recommendations supported by HPAJSC; and

WHEREAS, the plan makes a series of recommendations concerning subjects such as: land use, parks and open space, pedestrian, bicycle and transit enhancements, and urban design among others.

NOW, THEREFORE BE IT RESOLVED, that the *Hoyt Park Area Joint Neighborhood Plan* and the goals, recommendations and implementation steps contained therein is hereby adopted as a supplement to the City's *Comprehensive Plan*.

BE IT FURTHER RESOLVED, that any changes to the *Comprehensive Plan's* Generalized Future Land Use Plan Map recommended in the *Hoyt Park Area Joint Neighborhood Plan* be considered for adoption during the next annual *Comprehensive Plan* evaluation and amendment process.

BE IT FINALLY RESOLVED, that the appropriate City agencies consider including the recommendations of the *Hoyt Park Area Joint Neighborhood Plan* in future work plans and budgets.

